

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIX.

NEW YORK, APRIL 17, 1907.

No. 3

APRIL 20th IS THE LAST DAY

you can take advantage of the WOMAN'S NATIONAL DAILY'S "Special Trial Offer" under terms of which you get six insertions for the cost of three, that is,

\$1.50 per line for Over a Million Copies

THIS means that we will withdraw the special offer on April 20th. The circulation is jumping up so fast we are losing money at the special offer rate. Just think of what this offer means. Only \$1.50 per line for over one million copies—**PROVEN**—of mail order circulation, secured through advertising, within the last year. The WOMAN'S NATIONAL DAILY is a top-notch subscription proposition and a **WINNER FOR ADVERTISERS.**

Evidence 200,000 copies going out every day and subscriptions coming in at the rate of nearly 1,000 per day.

More Evidence Nine out of every ten advertisers, who have used it ("keyed" advertisers, mind you), have come back with renewal orders.

If you haven't tried out the WOMAN'S NATIONAL DAILY, come in now before the bargain rate is withdrawn on April 20th. At this price, for over one million copies proven mail order circulation, you can't lose, and it's a 10 to 1 shot you will win.

Advertisers who have tried out the paper won't need any urging.

There is no time to lose. **RESERVATION ORDERS** must be mailed by April 20th. **SPACE** may be used up to May 20th, 1907. On orders mailed after April 20th, you will have to pay \$2.00 per line for six insertions.

ADDRESS: ADVERTISING DEPARTMENT

THE WOMAN'S NATIONAL DAILY

Chicago Office
1700 1st Natl. Bank Building

ST. LOUIS, MO.

New York Office
1703 Flatiron Building

WANT AD MEDIUMS

There are about fifty papers in the United States and Canada which advertise regularly in the Want-Ad Department of *Printers' Ink*. The belief is very general, among those who know, that a large volume of Want Business is a popular vote for the newspaper in which it appears. These fifty papers are anxious to proclaim to the out-of-town advertisers that they are leaders in the classified field. They regard *Printers' Ink* as the best medium for the purpose. That their belief is well founded is strikingly illustrated by the fact that most of them have been represented in the Want-Ad Department *ever since it was started*—nearly three years ago.

Mr. Publisher, if you have the Want-Ad business of your town, or a fair share of it, your paper ought to be added to the fifty. If you have *not* the Classified business, don't ask for a position in this Department.

The cost of service is \$20.80 for a two-line announcement for one year. Each additional line costs twenty cents per insertion.

PRINTERS' INK 10 SPRUCE ST.
NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIX.

NEW YORK, APRIL 17, 1907.

No. 3.

THE BRITISH GROCERY MARKET.

DETAILED DESCRIPTION OF THE TRADE ORGANIZATION OVER THERE — MANY OPPORTUNITIES WAITING THE AMERICAN FOOD MANUFACTURER WHO WILL GO TO ENGLAND WITH ATTRACTIVE GOODS AND EDUCATIONAL ADVERTISING — ANYTHING WITH TOMATO IN IT WELCOMED IN ENGLAND, WHERE TOMATOES GROW ONLY UNDER GLASS.

The second issue of *Derrick's British Report*, established recently at 34 Norfolk Street, Strand, London, by Paul E. Derrick, the advertising agent, contains such a mass of suggestive information, tabulated and narrative, regarding opportunities for American advertisers and manufacturers in the British market, that one is at a loss to make a selection. Great pains have clearly been taken to furnish accurate data, not alone about articles that may be sold, but concerning trade channels and customs, sizes and prices in packing, import duties (where there is a tariff) and other essential points. Mr. Derrick has put the price of one dollar an issue on his periodical. This is somewhat high. But the publication is worth it. If the United States government could afford to place *Derrick's British Report* in the hands of all its consuls and consular agents, the latter might eventually learn how to gather, arrange and forward commercial information so that it would be of some practical value to manufacturers desiring to act upon it.

Instead of reporting limited and transitory demand for specific arti-

cles, this new publication endeavors to show basic demand, trade organization, and the tastes of the British people. As an example, the following information regarding the grocery trade is condensed from the current issue. Speaking of the grocery organization, it says:

"Statisticians have estimated that there are in the United Kingdom about 136,000 tradesmen to whom the denomination 'grocer' applies. According to the Census of 1901, there were in London 18,123 grocers, 3,761 persons carrying on the oil and color trade, and 7,369 shopkeepers described as cheesemongers, provision dealers, buttermen, etc.

"In the case of imported proprietary goods, the distribution to the retailers is usually effected, either through the standing wholesale houses or direct to the shops from a central agency, whence the firm's travelers or drummers cover the towns and country mapped out into accurately defined sections. The stock of an ordinary retail grocer's shop is in general bought from the wholesalers, importers, brokers, and agents, and, not infrequently, from the manufacturers direct. Mention must be made of what are known as 'Company Shops,' which are large aggregations of grocers' shops owned by limited liability companies and worked on systems of branch management. Some of these shops deal in staples; others take a wide scope, Lipton's being an example of the latter. One company in 1902 owned 470 branches in London and suburbs and the provincial towns in the United Kingdom. Estimates given in 1902 gave about 200 company shops in Man-

chester and Salford, 100 in Leeds, with 50 each in Bolton and Oldham. Grocers' shops all over the kingdom are multiplying every year.

"It is customary for proprietary manufacturers to give inducements to the retailer to push specific goods, and these not infrequently take the form of a bonus, varying in amount with the sales of so many packages at the proper price.

"The grocery business in the British Islands is organized upon systems of confederation. Every important center has its group of guilds or societies for the mutual protection and assistance of the local grocers who are its members. The grocers' assistants and subordinate employees have also their own associations for the conservation of their common interests. This system of organization works to the advantage of a manufacturer placing proprietary goods on the market through retailers.

"All over the country there is a wholesome competition in selling methods, shop arrangement, window dressing, preparing show-cards and catalogues. The whole neighborhood in which the shop is located is often made the object of a systematic campaign for business. The outdoor salesmen, with their smart carts or cycle wagons, are unremitting in their periodical calls on the residents, leaving cards, circulars or calendars everywhere, and following up an initial order with a will. Within two days after signing the lease of the house, a family may receive calls from two grocers, three butchers, a dry goods house, two furnishing firms, one piano-tuner and the local fishmonger, laundry owner and dairyman. The attitude of the British grocer in the matter of proprietary goods is substantially the same as in America. Naturally the retailer seeks to work an influence on the sales of those things that yield him the most profit, but he realizes also the unwisdom of holding in the background well-known specialties which the public insists upon having. Any system of marketing proprietary goods which reach the consumer through the retailer

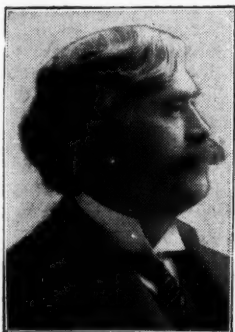
must include travelers' calls upon the latter. But it is unnecessary and often impracticable in Britain to sell direct to the retail house, the main object being the creation of popular demand. This is to be accomplished the more easily and effectively by sound, well-organized publicity on the part of the manufacturer, for as soon as demand arises, the retailers are quick to respond, and at once ask the wholesalers for the required specialty.

"In the United Kingdom the word 'grocer' must be interpreted, nowadays, as a very comprehensive word. There was a time, but hardly within living recollection, when to ask for butter, bacon, cheese or proprietary medicines at the grocer's shop, would be to excite the surprise if not the pity of the proprietor at the thought that anyone should be so misguided as to imagine that he had forgotten the dignity of his craft as a dealer exclusively in 'tea, coffee, sugar and spices.' In county towns and remote districts, say in the shires perhaps, something of the old spirit remains, but the Simon-pure British grocer of the twentieth century may be described as a tradesman who deals generally in all things that can possibly be handled by a grocer, and who is, meanwhile, a specialist in one or more particulars. As an example of this comprehensive trading, the following list of goods kept in stock at a large grocer's shop in a fashionable English town has been compiled by a well-known writer on industrial subjects: tea, coffee, and general groceries, bacon, butter, eggs, cheese, cream, patent medicines, sponges, perfumery, fish, game, sausages, green vegetables, potatoes, fruit and flowers.

"It is convenient to describe English grocers' shops as of three kinds, those in the West End of London, or in the better-class districts of the large provincial cities; the middle-class shops, whether in town or country; and the shop which supplies the working or poorer classes of the community. There are also tradesmen handling groceries who are known as oilmen and chandlers. Scotland has,

(Continued on page 6).

Iowa Homestead the Greatest Farm and Live Stock Paper In the World.



**PIERCE PUBLICATIONS
COMMAND THE BEST
TERRITORY IN EXIST-
ENCE FOR THE ADVER-
TISER WHO WANTS TO
MAKE MONEY.**

There Is No Mystery
about the success of **THE IOWA
HOMESTEAD**, of Des Moines,
Iowa. It is a matter of pure
cause and effect. **THE HOME-
STEAD** has been published for
over half a century in the heart

of the great, rich Corn Belt—the garden of the world.

The Homestead is the Best Paper, as well as
the oldest, in the best field. That doubles the force of
the reasoning.

The Homestead's Circulation is the largest and
is concentrated in a few rich States—57,375 in Iowa; 15,930
in Illinois; 15,044 in Nebraska; 100,000, good, strong meas-
ure, in all. There is nothing in the world like this.

The Homestead's alliance with **THE WISCONSIN
FARMER**, of Madison, Wis., and **THE FARMER AND STOCK-
MAN**, of Kansas City, Mo., the strongest weekly agri-
cultural papers in their fields, adds to its prestige and
supremacy. These three great farm papers have no dupli-
cate circulation and are the most economical proposition
for the advertiser in the world. Combined circulation,
190,000, covering the ten States of Wisconsin, Minnesota,
North and South Dakota, Illinois, Iowa, Nebraska,
Missouri, Kansas and Oklahoma.

All three papers under one ownership and
management; also two splendid monthlies—**THE HOME-
MAKER** and **THE FARM GAZETTE**—the five Pierce Publi-
cations having a combined circulation of 370,000, and a
combination rate of only \$1.00 per agate line, flat.

THE PIERCE PUBLICATIONS,

Central Office,

Homestead Building,

Des Moines, Iowa.

in addition to the shops grouped as above, a distinct class of establishment, and there are in the cities and over the country what are known as 'Company Stores.'

"The West End grocer describes himself as a tea merchant, purveyor and Italian warehouseman, the last expression having nowadays but little meaning. Formerly, the Italian warehouseman was a distinct class of trader, his stock consisting of fruits, olive oil, sardines, macaroni and the like; but such goods are now sold by the ordinary grocers.

"The first order of shop is a palatial place, resplendent with mosaic pavements, mahogany and marble counters, ornamental chandeliers, cash registers, bacon-slicing machines, coffee mills, brilliant brass scales and lacquered bins for tea and coffee. The departments may be three: that handling groceries and wines; a department for spirits and liquors; and one for provisions. There are three display windows, one for each department. The grocery window is an object lesson in artistic dressing, and shows, from time to time, anything and everything to which the term 'grocery' is applicable, but bulk articles are frequently displayed. The list may include tea, coffee, cocoa, sugar, spices, cereals, candies, sauces, pickles, jams, packed meats, soups and fish in tins and glasses, delicatessen luxuries, fancy soaps; in fact, a variety of goods challenging enumeration. The goods shown are oftener than not of the proprietary class. The wine window shows clarets, hocks, burgundies, ports, sherries, madeiras and champagnes, branded spirits, miscellaneous liquors, ales, beers, stouts and aerated waters. In the provision window in summer, from a bed of moss, there plays a fountain, the water falling into a marble tank containing goldfish; a refreshing setting for bacon, hams, butter in prints, fancy cheeses, country eggs, cream in jars, sausages, spiced beef, etc. The trade of this shop is with the fashionable and affluent classes, and is chiefly on accounts, settled periodically. Top prices are charged

for everything, and everything is of the best quality procurable.

"The middle-class shop possibly stocks a greater variety of proprietary goods than the first example, and will be a grocer's shop exclusively, in the sense that it does not handle provisions. There is probably a provision store across the road where, doubtless, some proprietary groceries are sold; neither do we find fruit in stock, but look for it at what is known as the 'green grocer's,' a few yards down the street. Comparatively few things in this shop are weighed out before the customer, the list thereof including perhaps such things as tea, coffee, sugar, spices, beans, oatmeal, biscuits, dried fruits, currants, raisins, sultanas, citron, candied peel, etc. The cocoas are packed and branded, as also are the jams, pickles, sauces, vinegars, self-raising flours, canned provisions, preserved fish and fruit in tins or glasses. The several counters are tastefully arranged, displaying brightly-packed and wrapped proprietary articles, and the shop is equipped all round with shelves arranged in departments for groceries, wines, candies, and the like. Within easy reach of the salesman are large japanned canisters for tea, which is chiefly Indian and not infrequently blended in the shop. The trade is all for cash and, from various points on the counter, there run cash railways, which converge at a sort of raised kiosk in the center of the shop, where there sits a pretty, tastefully-dressed lady cashier, to make change and record the takings. The shop specializes, say in roasting and grinding coffee while you wait. There will be a large glazed show-case in the shop, containing certain proprietary goods, stocked to suit a class of customers slightly higher in social status than the general patrons of the shop. In this case will be kept Orleans vinegar, Lucca or Provence oil, Cayenne or Nepaul pepper, curry powder and several of the mustards of Maille, the Heinz preparations, olives and half a dozen score of other special proprietary goods.

"A point for the American pro-

proprietary manufacturer to remember when he seeks to enter the British market is the following: British shop and window space is in general not very capacious, and the facilities for bold and attractive display are usually but limited. The shopkeeper therefore selects for the purpose of such display as he is able to make, the most attractively packed proprietary articles. In the windows of the grocery stores in town and country are placed those goods which serve as eye-catchers by reason of the color, ingenuity or tastefulness of the package. The brilliant labels on American preparations, e.g., preserved meats, vegetables, fruits, etc., are found of great assistance in smartening and brightening up the store where the space for display of stock is not ample.

"The third type of British grocer's shop resembles, in some measure, the American village grocery, except that it does not purvey liquors on the premises, the victualing laws prohibiting such trade in shops in Great Britain; but in Ireland, beer and spirits are occasionally to be found retailed for consumption on the premises. A brisk trade is done in these shops in pennyworths; and the proprietary goods, such as sauces, mustard, dessicated soups, cereals, etc., put up for sale at two cents the package, are numerous and varied.

"At the chandlers' shops there is transacted a sort of composite trade, partly in groceries, partly provisions, chiefly American, and there may be dairy goods and 'green groceries' on sale.

"The British oilman has not his parallel in America. In this country his trade was originally in illuminants—oil, matches, candles, lamps, gas mantles and equipments. He now, however, sells a great variety of other goods, such as paints, colors, pickles, sauces, soap, chandlery, firewood, canned goods, jams, brushes, baskets, meat-safes, roofing felt, ironmongery, hardware and crockery, and he handles an extensive range of proprietary articles.

"In Scotland there is a distinct

class of grocers' shops, wherein are kept a number of the delicacies and provisions for which the country beyond the River Tweed is famous. Amongst these goods are spiced and potted meats, smoked fish, shortbread, high-class confectionery, cakes, etc. In London and several of the large provincial towns there are French, German or Italian grocery establishments handling the specialties peculiar to the respective countries, and quite an extensive list of proprietary goods is kept on hand. In London there are a few grocers' shops stocking a comprehensive assortment of American goods, but the grocery establishments in Britain holding themselves out as specifically American could perhaps be counted on the fingers of one hand."

In addition to regular grocers, the invading American manufacturer will find in Great Britain a vast system of co-operative establishments, numbering more than 1,500, with membership of more than two and a quarter million persons, representing a great family of nine million persons all told. These trade in merchandise for the benefit of members, and distribute profits among them proportionate to individual purchases. During 1905 the gross sales of all these societies were \$761,975,000. They issue catalogues much like our mail-order merchandise houses, and offer to the manufacturer a great market absorbing vast quantities of goods.

Following this outline of the retail situation, the periodical gives the first section of a table that, when complete, will show the whole demand for grocery specialties, branch by branch, indicating character of goods needed, style of packing, directions to be given for use, average prices of kindred articles already in the market, extent of trade done in similar goods, directions for entering the market, creating demand, and so forth. This initial table deals with proprietary food specialties to be sold under advertised brands or trade-marks, and is confined to milk preparations, flours, infants' and invalids' foods, meat specialties, fish specialties and soups.

Milk Preparations. Condensed milk, sweetened and unsweetened, of English, Swiss and American manufacture, has a very large sale, and is already extensively advertised. Yet the advertising is not educational, and does not create new demand. With a large outlay for educational advertising, it would be possible for an American house to get new business and displace Swiss brands, which now hold most of the trade. Dried milk is largely used by bakers—none being advertised to the public. Malted milk trade is chiefly in the hands of one enterprising firm which advertises, but not on educational lines—opportunity for immense extension of the demand by modern advertising behind a really good article.

Flours. Large quantities of self-raising and cake flours are consumed. Health breads, whole meal, etc., much sought after by discerning people, and dietetic novelties welcomed. Corn flour is rather more popular than corn starch in America, and is sold as "Blanc mange powder," flavored with vanilla, lemon, raspberry, etc. American white wheat flours are sold in immense quantities, still there is opportunity for advertising superfine grades under brand names. Home-baking is not so general as in the United States, but might be increased by education. Special flours and breads have large sale. The British flour market demands particular study, differing largely from that in this country.

Infant and Invalid Foods. Infant foods are not so well understood as in America, but are stocked by all grocers and chemists, and have considerable demand. Educational advertising for a good article would enter a virgin field, and could easily dominate trade. Dietetic and medicated foods for invalids are sold widely among the fastidious and wealthy classes, in peptonized form, powders, combinations with wheat or meal flour, cocoa, chocolate, etc. Also food jelly, claiming brain and muscle building qualities. Little educational advertising done as yet in this field.

Meat Specialties. Canned beef is sold pressed, boiled, corned, roast, a la mode, spiced, brawn and braised, and has a very wide sale everywhere in packages and bulk. Canned meats are more popular with poorer classes than in America. The middle-class and high-class trade take tinned and glass-packed tongues, veal roast and curried, calf's head, bacon, ham, pressed pork, pigs' feet, sausages, potted chicken and game of many kinds. Suspicion now attaches to all tinned meats, especially American, as a result of the "beef scandal." Educational advertising, however, would remove this, and the present is recommended as an opportune time to undertake such campaigns, gaining a foothold in the market. The cheaper goods are regaining ground more quickly owing to necessity for their use by poorer classes. In beef extracts and essences there is a wide, staple sale owing to need for warm drinks in English climate. Among the best-known extracts are Lemco, Lazenby, Ramornie and Brand, with several cheaper beef-cups.

Fish Specialties. Scores of preparations well known in America, such as shad, blue fish, bass, crab meat, large clams, etc., in jars and tins, are little known in England, yet would soon command sale. Packed salmon and lobster from this country are on sale everywhere, and widely used. Opportunities to advertise fish specialties are excellent, as the British publications, owing to more definite class lines in circulation, make it possible to put such goods before purchasers who want and can afford them without waste of circulation. Among articles that would find good sale are caviare, mackerel, lobster, oysters, prawns, sardines, anchovy paste, cod roe, shrimp, bloaters, etc.

Soups. Soup is a staple article of diet all over Great Britain, and good cheap proprietary brands are in demand. Condensed and tablet soups are in the market, with dried vegetables for soup making, but no educational advertising has been done for any of these articles, and publicity that called at-

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tention to food value would unquestionably create demand. Tinned soups are sold among the better classes, and prejudice against them is disappearing. Tomato soups and all tomato products are much appreciated in Great Britain. It will probably surprise Americans to learn that this garden vegetable, so plentiful with us, does not mature in the British climate except under glass in hot-houses, and that it is consequently expensive in fresh form.

Great importance is attached to brilliant, attractive labels for all package goods sold in Great Britain. American standards as known at home are, in this respect, much higher than with domestic or Continental goods. In the innumerable small grocers' shops where there is but limited room for window or counter display, the most attractively labeled goods, if selling, invariably command the best positions in stock.

LEGISLATIVE bill introduced in Tacoma among other things prohibits the reference in any newspaper to an execution, burning, lynching or hanging of a criminal, or the details of the commission of any crime, or of any criminal trial, reports of police court proceedings and also publication of advertisements of certain medicines. Washington evidently desires to go back to the days when a man went from house to house and related the news to the occupants.—*N. Y. Telegram.*

WHEN the big retail stores in Japan want to advertise a bargain day they hire three men to do it for them. The three march in Indian file along the streets, calling attention to the great bargains and to the long list of them, as set forth on the tall standard carried by the second man in the procession.—*Exchange.*

You call it good judgment to duplicate your competitors' success with labor saving machinery and it's good judgment to duplicate their success with a money-making medium.—*Star Monthly Solicitor.*

GET-RICH- QUICK SCHEMES

are freely advertised by some of its contemporaries, but the Chicago Record-Herald refuses to print many pages of this sort of advertising every week.

Feb. 1907 Circulation :
Daily Average - - 151,093
Sunday Average - 217,159

CHICAGO
RECORD-HERALD

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.
Circulation 149,281. Rate 35c.

The month of March was the largest in the history of

The Des Moines Capital

The CAPITAL published an average of $6\frac{1}{4}$ pages of advertising daily. The CAPITAL regularly publishes more advertising in six issues a week than any competitor in seven. If you are after business in Iowa, the CAPITAL will get it for you. It is read and cherished every night in nearly every home in central Iowa. Des Moines and State circulation, the largest in the State. Advertising rate is 5 cents a line, flat. Sample copies sent on request.

Eastern Offices—O'MARA & ORMSBEE, World Bldg., N. Y.
LAFAYETTE YOUNG, Publisher.

ADVERTISING AND ILLUSTRATION.

It is the sweet girl graduate who confidently attempts to explain the "Tendencies of the Twentieth Century" in twenty minutes. As we grow older, we find out that twenty minutes and subjects both have their limitations. Advertisement illustrating, fully treated, would include treatises on Art, Business, and Psychology, and then we would come to the threshold of the main subject. So we must begin by setting out the narrow limits of this little talk by saying that we have in view only one bit of advice to the advertiser. That one morsel of counsel is this:

"Imagine your picture to be printed on the reader's brain, and ask yourself what effect is produced."

It is a simple test, but so is litmus a simple test of solutions. Dip in your litmus, and you get the answer at once that the solution is acid or non-acid, alkaline or non-alkaline. So with this test. It will show you at once whether your picture is good or bad advertising.

Here, for example, is an advertisement of a firm of dealers in carriages. The illustration is undeniably a carriage. Imagine it impressed on the reader's brain, and you will at once realize that it is *a* carriage—and nothing more. It has no individuality, no connection with *your* product, no advertising value to you. In a remote town somewhere about the middle of Tibet, that strange machine would excite interest; here it means absolutely nothing; it is an opportunity lost. The word "carriages," in large print would reach the brain more directly, and is cheaper. On the contrary, consider the cut advertising "Domino Sugar." Apply the same test, and see how the opposite is demonstrated. Imagine that picture of the tidy box and disciplined rows of domino-lumps imprinted on the housewife's brain. The good housewife loves *order* above all things. The neat package of sugar is a whole advertisement in itself. It says, in

a universal language, "Neatness, convenience, economy." Consequently it is good pictorial advertising—much better than the prettiest girl cook in the most coquettish and fetching of caps and aprons.

Here is another—a Colgate shaving-soap advertisement. It is headed by a cut of a young man writing a letter as an introduction to the phrase: "If you shave yourself, we want you to write *us*." Test that cut, and you will see at once that the picture might be printed on the consciousness of every man in a whole State without carrying the slightest impulse to set him to writing. It is the picture of *another man* writing nobody knows what. At the end of the advertisement, in small type, comes the only attractive proposition—the offer to send a trial stick for four cents in stamps. There is the thing to illustrate—possibly by a hand offering the little trial package. That is the visual sign of willingness to send a sample, and that is what the artist should be asked to imprint on the reader's mind. The Jap-a-Lac advertisement now current, and showing one hand with brush and another with the can of varnish is an excellent example of the right sort of visualizing. So is the old Ostermoor cut, that says to everybody "the stuffing of the mattress is so springy it has to be *forced* into the covering." You can't think of that picture without recalling the elasticity of the stuffing.

To take again a horrible example, examine the cuts of pianos used by most manufacturers. Nearly all of them are photographed in jim-jams perspective. The poor things look as if they had had (like the Irishman who put his overalls on wrong side before, and only discovered this fact after a fall from a tall ladder)—"a terrible twist." It may be that the public knows all about distorted perspective, and possibly they know also that the real piano is normal and regular, but why not go to somebody who knows what the rules of perspective are, and get the pictures made straight

to the eye? The impassioned young clerical orator declared: "There stands Mother Church!—with one foot firmly planted on earth, and the other pointing toward Heaven!"—but pianos need not be so depicted.

And as to automobiles. Did you ever notice how many are presented as going at full-speed loaded with joyful tourists, and with wheels absolutely at rest—so every spoke is clearly visible? Surely the manufacturers do not wish to represent their machines as "idle as a painted ship upon a painted ocean"?

There is another matter worth thinking of. If you choose to create an imaginary personality to present your goods, you should consider carefully for what purpose it is pictured. If it is to be a mere eye-catcher, the less natural and the more outlandish you make it, the better. It falls then in the class of the tall negro in a green livery who distributes chir-opodist cards. But it is meant to give character and meaning to your product, the figure chosen should be agreeable, and not a harum-scarum creation fitted to send children screaming to their mother's arms.

Baker's Chocolate Girl, from Liotard's pastel, has dignity and sweetness, and suggests quality of the best sort; but the old Hire's Root Beer child looked like a screaming, vulgar *enfant terrible*—vulgarizing to any product. None of us wishes to preserve in our minds the visual image of an ugly personage.

Any one who is inclined to think these remarks uncalled for will profit by an examination of the advertising pages of our magazines, if that examination be made while bearing in mind the pictures only. Nearly all magazines and all advertisers could profit greatly by securing the services of a competent art-editor of advertising.

There is no limit to the art possibilities of advertising, and at present this side of the business is crudity itself. Better the plain text than a handicapping illustration.

TUDOR JENKS.

Now and then I meet a manufacturer.

He tells me advertising doesn't pay as it used to.

I wonder what's the matter.

Car advertising seems to pay better than ever.

If you use newspapers and magazines you might investigate.

I'll send some information that may help you.

Just name your line of goods.

THOMAS BALMER,
Advertising Director,
STREET RAILWAYS
ADVERTISING CO.,
Flat Iron Building,
New York.

We are exclusive selling agents for two-thirds of the car space in the United States, Canada, Mexico and Brazil.

WHO'S WHO AND WHERE-FORE.

ROBERT FROTHINGHAM.

Big Bob Frothingham, the optimist.

He was born in Wisconsin, forty-two years ago, the son of a Presbyterian clergyman, and at fourteen went to work in Philadelphia, feeding a press in the plant of the *Sunday School Times*. Then he studied telegraphy, and was an operator at seventeen. Then he became a reporter on the *Mail and Express* and *Brooklyn Eagle*. Then he became an advertising manager. He was only advertising manager of the *Forum* at first, to be sure. But this staid magazine has graduated some mighty good advertising men—among them Frank Presbrey and Russell Doubleday. From the *Forum* he went to *Leslie's Monthly*, and from there to *Life*, where he had full swing, and from that to *Everybody's*, where he had another full swing and some stock in the company along with it—and where he is yet.

Bob is distinctly the Dee-lighted type. He radiates hope and imparts the large viewpoint. God's in his heaven and all's right with the world when Frothingham is around. Business is the greatest ever. He has just called on a man who made twice as much money this month as the same period last year, and the reason you miss a certain advertiser in this month's issue is because the man couldn't fill present orders. Everything everywhere is sold clear up to 1909, and the country is now entering on an era of prosperity not only without precedent, but of such magnitude that the mind of mortal man cannot realize its proportions.

In Frothingham's presence the average advertiser forgets to hate his competitors.

Bob is the pluck-wins-it-always-wins sort.

God-give-us-men-a-time-like-this - demands - strong - minds - great - hearts-true-faith-and-will-ing-hands.

That's Bob Frothingham.

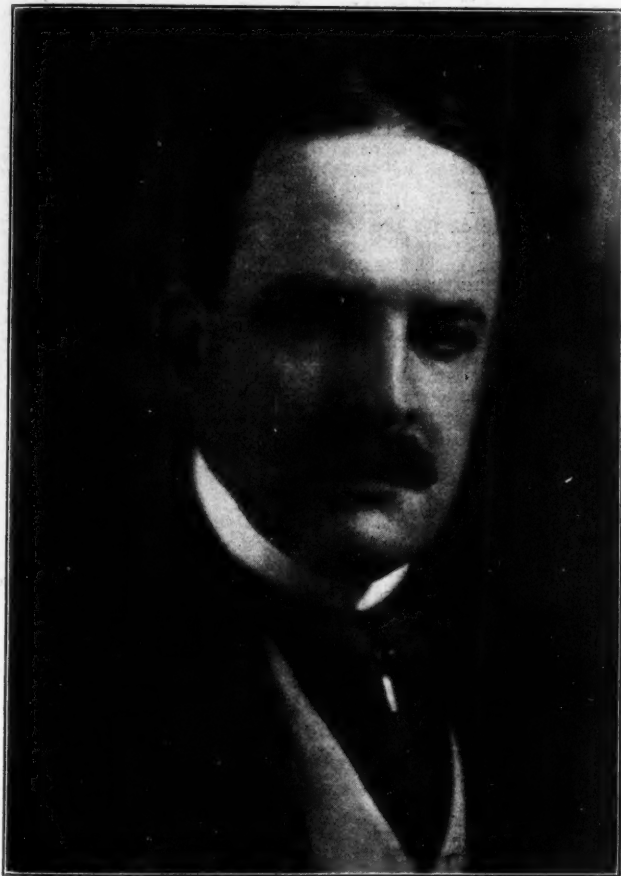
When he took hold of *Life's* advertising department, this satirical weekly had about as much chance of getting automobile advertisement as the insurance companies had against Mr. Hughes. The auto manufacturers hated *Life* so bitterly that they thought it worth money to stay out of its pages. Frothingham went to work in 1901. Up to October of that year only two auto ads had ever appeared in the magazine, and those got in by error. But in 1902 *Life* carried a little auto advertising. In 1903 had 24,000 lines, and in 1905 carried over 50,000.

Bob's favorite author is Emerson, who was the greatest optimist of his century. Bob radiates optimism. He went around and radiated so much of it among the automobile men that by-and-by a manufacturer either had to sign a contract for *Life* or hate himself because he couldn't take a large, impartial, optimistic view of his own wonderful industry.

Some advertising-solicitors are dapper little men. They trot demurely in. The advertiser says he isn't doing any advertising at present? That ad of his in *Anybody's*? Oh, that's part of a little flyer he took with what he had left over from his regular appropriation. The solicitors trot demurely out. Frothingham has avoirdupois. He couldn't trot. He quoted Emerson, and when that didn't go talked like a Dutch uncle about people who couldn't see the joke in *Life's* auto caricatures. If that didn't go, then he told the manufacturer that *Life* would be polluted by his stingy little ad anyway, and the manufacturer, after hating himself for a mean, wizened old skunk, usually signed up.

By and by Frothingham had them all in, and then *Everybody's* wanted Frothingham. It got him by making him a partner. When he took hold *Everybody's* had 650,000 circulation, and was in the height of the "Frenzied Finance" boom. The publishers have admitted some loss of circulation since, due to the closing of the Lawson series. But *Everybody's* hasn't lost any ad-

vertising. In 1905 it carried 312,644 lines net. In 1906 it carried 357,626 lines net. That's a monthly increase of 3,750 lines, or a yearly increase representing two additional issues the size of those in July and August. Take the circulation lines have really been tightened up, and that the present average stands for a better quality of red meat. *Everybody's* might lose another 100,000, however, and still be all right in its advertising department so long as it



ROBERT FROTHINGHAM.

page rate and figure it out in doesn't lose Bob. There is the only danger point. Messrs. Ridgeway and Thayer did well with the advertising department. But it

Everybody's is a good property, and while a competitor might take those figures showing a 100,000 loss in circulation and make them look all to the bad, the advertising public understands that circu-

ganda among the plain "pee-pul."

Bob not only asks you to advertise in the magazine, but extends to you an opportunity to become part of a great modern uplift movement. If you don't get in it is because you are either:

1st—A hide-bound trust working against the common good;

2d—A chump who stays out because he can't distinguish between pulling power and editorial policy;

3d—A back number who won't advertise in a magazine his grandfather didn't read;

4th—A mummy swathed in the grave-clothes of a witless past.

Frothingham doesn't tell you so directly, however. His method is different from that. He merely paints a picture of the progressive age we live in, and lets you draw your own conclusions. If you haven't sense enough to get into the band-wagon, he is mighty glad you stayed out.

That's Bob Frothingham.

TOO HANDY WASTE-BASKET.

The *Selling Magazine* reports a case where a busy manufacturer received a circular setting forth the merits of a thing which he happened to be in need of, but, following his habit, he merely glanced at the firm name, dropped the circular into the waste-basket without noting what it advertised. A two-legged salesman for the house which mailed the circular happened to follow by an hour or two. He couldn't conveniently be thrown out of the door or into the waste-basket, and on securing an audience he promptly presented the article advertised by the circular. The manufacturer was pleased to have his attention called to the product, and after placing an order asked why his firm was so far behind the times as not to announce its new product through the mails. For answer, the salesman picked the circular from the basket, where it had been lying with the name of the new product staring the buyer out of countenance.

In another case a business man with a strong dislike for circulars fell to wondering why a certain usually prompt paying customer failed to remit for an overdue account. He hesitated to "dun" his customer, but added the unpaid balance to a statement sent out a few months later, some time having elapsed between purchases. The customer promptly paid the current account and claimed credit for check number so and so, bearing a certain date, in settlement of the past due amount. Further correspondence disclosed the fact that the check and accompanying letter had been mailed with a circular, and investigation showed that all had been consigned to the waste-basket under the impression that it was "another one of those advertisements."

YANKEE METHODS STILL GOOD.

No one can seriously doubt that much can be learned from American experience—particularly on one point. A couple of generations ago, when the commercial world was not so crowded, there was not much difficulty in obtaining business. Manufacturing and trading firms were almost accustomed to see business come to them, instead of having to discover it and pursue it in keen competition with others. Times have changed considerably. The customers have now the command of the market; they have the choice of several sources of supply, and their selection depends a great deal upon the commercial push exercised by particular firms. It is to the credit of the American that he recognized this dominating feature at an early stage in the commercial struggle and set himself to meet it by organizing—upon a most elaborate scale—the department for business getting. British firms have adopted the American phrase, "publicity department," and they have also imitated its methods in some degree. But with all the advance which has been made in this direction, it may be questioned whether this department is appraised by British Company Directors at its proper value and equipped on an adequate basis. The publicity manager is too often regarded as a mere clerk, and paid a clerk's salary; he is grudging money for catalogues and advertisements, and his department is the first to be abandoned or reduced in dull seasons. One instance where the manager of a publicity department was expected to type his own letters is almost typical. Generally speaking, the American system has been imitated half-heartedly and without intelligence. Recently—to give a useful illustration—the London electric lighting companies issued the first number of the *Electrical Bulletin*, a publicity magazine, which is an imitation in part of the *Bulletin*, issued for a similar purpose by the Edison Company, of New York. The style of the publication is the same, although it has to appeal to a very different public. Further, the *Electrical Bulletin* is to be published quarterly, and is edited under the supervision of a committee; each of these features is enough to cast serious doubt upon its effectiveness in securing fresh users of electricity. It would seem that the companies are not prepared to organize commercial departments on anything like the scale of their engineering departments, although a large increase in the number of their consumers is a more important matter than the fractional economies in generation, which are so strenuously sought. These faults are generic; British companies, as a rule, are not inclined to exercise originality in their publicity methods, or to develop them upon a proper scale. From that point of view they have much to learn from Transatlantic example, and they ought to prefer to learn it there rather than in the school of bitter experience.—*Financial Times*, London.

PRUDENCE and Conservativeness are often euphonisms for chilled pedal extremities.—*Exchange*.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1906, 22,419. Best advertising medium in Alabama.

Montgomery. Journal, *dy.* Aver. 1906, 9,844. The afternoon home newspaper of its city.

ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,298.

CALIFORNIA.

Oakland. Herald. Average 1906, 19,667; Feb. 1907, 26,775. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Pacific Churchman, semi-mo.; Episcopalian. Cir. 1905, 1,427; Dec. 1906, 2,500.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, 52¢. Average circulation ten months beginning December, 1905, 64,600. Home Offices, Flood Building.

COLORADO.

Denver. Post. New people—new homes—new needs—all supplied by the "Want" columns of the Denver Post. Cir.—*Dy.* 62,645, Sunday 87,160.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Bridgeport. Evening Post. Sworn *dy.* av. '06, 11,368, now over 12,500. E. Katz, S. Agt. N.Y.

Meriden. Journal, evening. Actual average for 1905, 7,587.

Meriden. Morning Record and Republican. Daily average for 1906, 7,672.

New Haven. Evening Register, *dy.* Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, *dy.* Aver. 1905, 8,626; 1906, 9,549. E. Katz, Special Agent. N.Y.

New Haven. Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N.Y.

New London. Day, *ev'g.* Aver. 1906, 6,104; aver. for Feb., 6,896. E. Katz, Sp. Agent, N.Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 2,100. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1905, 5,920; 1906, 6,559; Feb., 1907, 6,877.

Waterbury. Republican, *dy.* Aver. for 1906, 5,645; 1906, 5,957. La Coste & Macmill.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 55,577 (©©)

FLORIDA.

Jacksonville. Metropolis, *dy.* Average 1906, 9,482. Mar. '07, 10,000. E. Katz, Sp. Agt. N.Y.

GEORGIA.

Atlanta. Journal, *dy.* Av. 1905, 46,088. Sunday 47,998. Semi-weekly 56,781; aver. 1906, daily, 50,857, Sun., 57,982; semi-wk., 74,916.

ILLINOIS.

Ashley. Gazette. Circulation 1,182. Largest and only proven circulation in Washington Co.

Aurora. Daily Beacon. Daily average for 1905, 4,580; 1906, 6,454.

Calto. Citizen. Daily average for 1906, 1,477.

Champaign. News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago. Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. Average for 1906, 4,017 (©©).

Chicago. Breeders' Gazette, *wy.*; \$3.00. Aver. circ'n 11 months ending Nov. 28, 1906, 69,667.

Chicago. Dental Review, monthly. Actual average for 1906, 2,708; for 1906, 4,001.

Chicago. Examiner. Average for 1906, 649,846 Sunday, 172,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907; Daily, 192,271.

Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.


Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago. Inland Printer. Actual average circulation for 1906, 15,566 (©©).



Chicago, Journal Amer. Med. Ass'n. weekly. Average '06, 46,479. Send for circ. map.

Chicago, Record-Herald. Average 1905, daily 116,456, Sunday 204,559. Average 1906, daily 111,748, Sunday 211,611.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet, Herald evening and Sunday morning. Average for year 1906, 6,752.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.

Crawfordsville, Journal. "Nearly everybody reads it." Dy. and sv. average, 1906, 3,878.


Evansville, Journal-News. Ar. for 1906, 16,899. Sundays over 18,000. E. Katz, S. A. N. Y.

Indianapolis, Up-to-Date Farming. 1906 ar., 174,584. Now 200,000 4 times a mo., 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1905, 1,447; weekly, 2,397.

Richmond, The Evening Item, daily. *Sworn average net paid circulation for three months ending March 31, 1907, 5,228. Daily average for March, 1907, 5,504. A circulation of over 5,000 guaranteed in all 1907 contracts. The Item goes into 80 per cent of the Richmond homes. No street sales.*

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. *Sworn daily average, Feb., 1907, 8,622. Absolutely best in South Bend.*

INDIAN TERRITORY.

Muskogee, Times Democrat. 1905, average 2,381; average 1906, 3,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Ar. 1906, 8,764. "All paid in advance."

Davenport, Catholic Messenger, weekly. Actual average for 1905, 5,314.

Davenport, Times. Daily av. Mar. 12, 792. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. *Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 312 issues than any competitor in 365 issues. Rate five cents a line, flat.*

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Average circulation for Feb., dy. 50,851.

Des Moines, Iowa State Register and Farmer, w'y. Ar. number copies printed, 1905, 52,125.

Des Moines, The People's Popular Monthly. Actual average for 1906, 182,175.

Sioux City, Journal. Daily average for 1906 *Sioux*, 28,706. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. *Net sworn daily average 1906, 27,170; Feb., 1907, 30,161. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.*

KANSAS.

Hutchinson, News. Daily 1906, 4,260. Mar. 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 3,778; weekly, 3,054.

Pittsburg, Headlight, dy. and wy. Actual average for 1906, daily 3,962, weekly 3,275.

KENTUCKY.

Lexington, Leader. Ar. '06, evg. 5,157. Sun. 6,795; Jan. '07, 5,356. Sy. 6,891. E. Katz, S. A.

Owensboro, Inquirer. Daily ar., six months ending Jan. 1, 1907, 3,166.

Owensboro, Daily Messenger. Ar. detailed sworn circ'n quarter ending Dec. 31, 1906, 3,420.

LOUISIANA.

New Orleans, Item. Average Feb. 1907, high water mark, 27,619; average for 1907, 27,547. average for 1906, 24,615. A high-class newspaper of known circulation. Want advertisements a specialty.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,271,982.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1906, 7,656.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,578.

Lewiston, Evening Journal, daily. Ar. for 1905, 7,598 (©©), weekly 17,448 (©©).

Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,077.


Portland, Evening Express. Average for 1906, daily 12,506. Sunday Telegram, 8,641.

MARYLAND.

Annapolis, U. S. Naval Institute, Proceedings of; g. copies printed ar. yr. end'g Dec. 1906, 1,762.

Baltimore, American, daily. Average 1906, Sun., 77,488; d'y, 67,815. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 49,514. For March, 1907, 42,829.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Christian Endeavor World. A leading religious weekly. Actual average 1905, 39,491.

Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.



Boston, Globe. Average 1906, daily, 182,926. Sunday 295,253. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.





BOSTON POST

Average for March, 1907. Boston Daily Post, 249,148, increase of 6,465 over January, 1907; Boston Sunday Post, March, 1907, 234,184, increase of 5,481 over January, 1907. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Lends Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

GUARANTY
The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Gloucester, Daily Times. Every evening except Sunday. *Sworn daily average 1906, 7,286.*

Holyoke, Transcript, daily. *Actual average for year ending May, 1906, 7,359.*

Lynn, Evening Item. *Daily sworn av. year 1906, 15,068; Jan., 1907, av. 16,017.* The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

Lynn, Evening News. *Actual average for year ending Dec. 31, 1906, 7,226.*

Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Springfield, Good Housekeeping, mo. *Average 1906, 209,579. No issue less than 225,000.* All advertisements guaranteed.

Worcester, Evening Gazette. *Actual sworn average for 1906, 11,101 copies daily; Jan., '07, 14,197; Feb., '07, 15,346.* Largest evening circulation Worcester's "Home" paper. Permission given A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (©). *Paid average for 1906, 4,282.*

MICHIGAN.

Jackson, Citizen-Press. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. Refer to the A. A. No secrets. *March daily average, 7,684.*

Jackson, Patriot. *Average Mar., 1907, 7,508; Sunday 8,487, both net paid.* Verified by A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily. *Sworn average 1906, 14,597; Feb., 1907, 14,888.*

Saginaw, Evening News, daily. *Average for 1906, 19,964; Mar., 1907, 20,648.*

Teemuech, Semi-Weekly Herald. *Actual average for 1906, 1,158.*

MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. *Aver. for 1906, 27,886.*

Minneapolis, Farm, Stock and Home, semi-monthly. *Actual average 1906, 27,187; average for 1906, 100,266.*

GUARANTY
The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. *1906, 52,010.*

Minneapolis, Journal, Daily and Sunday. *In 1906 average daily circulation 74,054. Daily average circulation for Mar., 1907, 76,151. Aver. Sunday circulation, Mar., 1907, 72,740.*

GUARANTY
The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

CIRCULATION Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 102,164.

St. Paul, A. O. U. W. Guide. *Average weekly circulation for 1906, 22,543.*

Winona, Republican-Herald, oldest, largest and best newspaper in Minnesota outside the Twin Cities and Duluth. R. O. F. rate 12c. per inch.

MISSOURI.

Joplin, Globe, daily. *Average 1906, 15,254. Feb., 1907, 16,694. E. Katz, Special Agent, N. Y.*

Kansas City, Journal, Circ'n, 275,000; 206,335 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 14c.; classified, 7c. Combination Weekly and Sunday—display, 43c. Literature on request.

Kansas City, Western Monthly. Reaches practically all mail-order and general advertisers.

St. Joseph, News and Press. *Circulation 1906, 56,079. Smith & Thompson, East. Reps.*

St. Louis, Courier of Medicine, monthly. *Actual average for 1906, 9,925.*

St. Louis, Interstate Grocer has three times more circulation than three other Missouri grocery papers combined. Never less than 5,000.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. *Average for 1906, 5,000 (©).* Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. *Average for 1906, 104,200.*

MONTANA.

Missoula, Missoulian. Every morning. *Average 12 months ending Dec. 31, 1906, 5,107.*

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. *Average 1906, 147,052.*

Lincoln, Freie Presse, weekly. *Actual average for 1906, 150,784.*

NEW HAMPSHIRE.

Manchester, Union. *Av. 1906, 16,758, daily, N. H. Farmer and Weekly Union, 5,550.*

Nashua, Telegraph. The only daily in city. *Daily average year ending Dec., 1906, 4,571.*

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1906, 3,020.

Elizabeth, Journal. Av. 1904, 5,522; 1905, 6,515; 1906, 7,347; December, 1906, 7,910.

Jersey City, Evening Journal. Average for 1905, 28,005. First three months 1907, 28,966.

Newark, Eve. News. Net dy. av. for 1906, 68,023 copies; net dy. av. for Mar., 1907, 68,680.

Plainfield, Daily Press. Average 1906, 2,971. First 7 months, 1906, 2,965. It's the leading paper.

Trenton, Evening Times. Average 1906, 18,237; January, 1907, 20,273.

NEW YORK

Albany, Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia, Daily News. Average 1906, 7,227. Jan., 1907, 7,474. Nothing like it elsewhere.

Buffalo, Courier, morn. Av. 1906, Sunday, 91,168; daily, 58,681; Enquirer, even., 52,685.

Buffalo, Evening News. Daily average 1905, 94,690; for 1906, 94,745.

Cornell, Leader, evening. Average 1904, 6,253; 1905, 6,595; 1906, 6,535; Feb. av., 6,820.

Mount Vernon, Argus, evening. Actual daily average for 12 mos. ending Mar. 31, '07, 4,250.

Newburgh, News, daily. Av. '06, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal. Est. 1863. Actual weekly average for 1906, 9,706 (©).

Automobile, weekly. Average for year ending Dec. 28, 1906, 15,312.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 5,435.

Benziger's Magazine, family monthly. Benziger Brothers. Average for 1905, 44,166; for 1906, 47,750.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1906, 26,611 (©).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,642—sworn.

Ice Cream Trade Journal, mo., 150 Nassau St. Average for 1906, 2,100 copies.

Jewish Morning Journal. Average for 1906, 57,693. Only Jewish morning daily.

Music Trade Review, music trade and art weekly. Average for 1905, 5,341.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1883. Actual weekly average for 1906, 11,708.

The People's Home Journal. 554,916 mo. Good Literature, 452,500 monthly, average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending Sept., 1906, 6,461; September, 1906, issue, 6,998.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, 60,000.

The World. Actual av. for 1905, Morn., 305,490. Evening, 371,706. Sunday, 411,074.

Rochester, Case and Comment, mo., Law. Av. for year 1905, 30,000. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Lietz. Actual average for 1905, 13,053; 1906, 15,809.

Syracuse, Post-Standard. Dy. cir. last 3 mos. 20,250 copies. The home newspaper of Syracuse and the best medium for legitimate advertisers.



Troy, Record. Average circulation 1906, 18,801. Average March, 1907, 20,050. Only paper in city which has permitted A. A. A. examination.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, '07, 14,927.

NORTH CAROLINA

Concord, Twice-a-Week Times. Actual average for 1906, 2,455; 1905, 2,262.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. 1st to Oct. 1st, 1906, 6,551; weekly, 5,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and adv.

NORTH DAKOTA

Grand Forks, Normanden. Av. yr. '05, 7,201. Av. for year 1906, 8,180.

OHIO.

Ashtabula, American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 83,869; Mar., 1907, 71,898 daily; Sun., 89,778.

Coshocton, Age, Daily av. 1st 6 mos. '06, 3,101; in city 10,000; factory pay-rolls \$50,000 monthly.

Coshocton, Times, daily. Actual average for 1906, 2,128.

Dayton, Laborers' Journal, mo. Circulates generally in U. S. and Canada; bc. agate line, flat rate. Av. for 1906, 12,814 copies. Sole exclusively Union Laborers' paper published.

Dayton, Religious Telescope, weekly. 30c. agate line. Average circulation 1906, 20,956.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult' paper. C. 455,000.

Springfield, Woman's Home Companion. Circulation, 400,000; 150,000 above guarantee. Executive offices, N.Y. City.

Youngstown, Vindicator. Dy. av. '06, 15,740; Sy. 10,001; LaCoste & Maxwell, N.Y. & Chicago.

Zanesville, Times Recorder. Av. 1906, 11,126. Guar'd. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 av., 15,918; Mar. 1907, 19,414. E. Katz, Agent, N.Y.

OREGON.

Portland, Evening Telegram. Largest exclusive circulation of any newspaper in Oregon.

Portland, Pacific Northwest, mo. 1906 average 12,585. Leading farm paper in State.

PENNSYLVANIA.

Erie, Times, daily. Av. for 1906, 17,110; Mar., 1907, 18,678. E. Katz, Sp. Ag. N.Y.

Harrisburg, Telegraph. Sworn av. Feb., 14,449. Largest paid circula'n in Pa. by or no pag.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1906, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,"

"has been pronounced the one that best serves its purpose as 'an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.' "Unlike any other paper."



The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of March, 1907:

1.....	272,272	17.....	Sunday
2.....	266,526	18.....	273,984
3.....	Sunday	19.....	268,646
4.....	270,408	20.....	271,931
5.....	273,439	21.....	270,715
6.....	271,486	22.....	268,564
7.....	272,287	23.....	267,259
8.....	271,909	24.....	Sunday
9.....	268,627	25.....	263,727
10.....	Sunday	26.....	264,255
11.....	267,481	27.....	265,610
12.....	272,112	28.....	261,782
13.....	272,120	29.....	246,070
14.....	272,564	30.....	244,342
15.....	272,964	31.....	Sunday
16.....	267,439		

Total for 31 days, 6,942,746 copies.
NET AVERAGE FOR MARCH:

267,029 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. Confectioners' Journal. mo. Apr. 1905, 5,470; 1906, 5,514 (©©).

Philadelphia. German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sunday 52,436. Sworn statement. Circulation books open.

Philadelphia. The Merchants' Guide, published weekly. "The paper that gets results."

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Mark and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863

Philadelphia. West Phila. Bulletin, weekly. Circulation 5,000. James L. Waldin, publisher.

Pittsburg. The United Presbyterian. Weekly circulation 1905, 21,560.

Seranton. Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence it is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Family Newspaper. Average 1906, 250,180. Smith & Thompson, Repr., New York and Chicago.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket. Evening Times. Aver. circulation for 1906, 17,115 (sworn).

PORTLAND, ORE., JOURNAL.

The circulation statements of the JOURNAL are guaranteed by Rowell's American Newspaper Directory, and the JOURNAL is the only daily paper in Oregon entitled to the Guarantee Star.

Detailed sworn circulation statement of the Oregon daily and Sunday JOURNAL, Portland, Oregon, from January 1, 1907, to April 1, 1907:

JANUARY

1.....	26,218	18.....	27,108
2.....	26,814	19.....	28,082
3.....	26,480	20.....	25,072
4.....	26,722	21.....	27,330
5.....	28,050	22.....	27,204
6.....	24,708	23.....	27,232
7.....	26,848	24.....	27,184
8.....	26,886	25.....	27,312
9.....	26,852	26.....	28,225
10.....	26,825	27.....	25,184
11.....	27,070	28.....	27,262
12.....	27,816	29.....	27,204
13.....	24,391	30.....	27,122
14.....	26,542	31.....	27,476
15.....	26,509		
16.....	26,871	Total.....	831,523
17.....	26,834		

Daily Average for January, 26,823.

FEBRUARY

1.....	27,788	16.....	29,452
2.....	28,200	17.....	27,510
3.....	25,308	18.....	28,508
4.....	27,432	19.....	28,537
5.....	28,102	20.....	28,884
6.....	28,499	21.....	29,104
7.....	28,656	22.....	29,195
8.....	28,740	23.....	29,914
9.....	28,916	24.....	25,964
10.....	25,510	25.....	28,685
11.....	28,824	26.....	28,996
12.....	28,962	27.....	29,110
13.....	28,750	28.....	28,680
14.....	28,824		
15.....	28,980	Total.....	794,431

Daily Average for February, 28,372.

MARCH

1.....	28,912	18.....	29,128
2.....	30,015	19.....	29,134
3.....	26,312	20.....	29,118
4.....	29,068	21.....	29,114
5.....	29,188	22.....	28,884
6.....	29,142	23.....	30,075
7.....	28,926	24.....	26,512
8.....	29,304	25.....	29,098
9.....	29,940	26.....	29,142
10.....	26,500	27.....	29,199
11.....	29,102	28.....	29,120
12.....	29,493	29.....	29,206
13.....	29,389	30.....	30,070
14.....	29,178	31.....	26,725
15.....	29,126		
16.....	29,952	Total.....	894,363
17.....	26,500		

Daily Average for March, 28,850.

Providence, Daily Journal. 18,051 (©©). Sunday, 21,840. (©©). Evening Bulletin 28,620 average 1906. Providence Journal Co. pubs.

Providence, Real Estate Register; finance, b'ld g, etc.: 2,528; pub s pay 24 1/2% of total city tax.



Providence, Tribune. Morning 10,341; Evening 51,118; Sunday, 16,520. Most progressive paper in the field.

Westerly, Sun. Geo. H. Utter, pub. Aver. 1906, 4,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual dv. average for 1906, 4,474. December, 1906, 4,755.



Columbia, State. Actual average for 1906, daily (©©), 11,257 copies; semi-weekly, 2,625; Sunday (©©), 1906, 12,224. Actual average for first three months, 1907, daily (©©) 12,525, Sunday (©©) 15,558.

Spartanburg, Herald. Actual daily average for 1906, 2,180. December, 1906, 2,350.

TENNESSEE.

Chattanooga, News. Aver. 5 m.s. ending Dec. 31, 1906, 11,257. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more advt. in 6 days than morning paper's day. Greatest Want Ad medium. Guarantees largest circulation or no pay.



Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 15,692. Daily aver. last 3 months 1906, 15,247. One of only five papers in the South, and only paper in Knoxville awarded the Guarantee Star. The leader in this field.

Knoxville, Sentinel. Average Mar., 1907, 15,553. It carries the bulk of advertising coming to Knoxville.

Memphis, Commercial Appeal. daily, Sunday, weekly. Average 1906, daily 54,927; Sunday 54,386; weekly, 80,585. Smith & Thompson, Representatives, N. Y. & Chicago.

Memphis, Times. Sunday. Circulation year ending December, 1906, 2,940.

Nashville, Banner. daily. Aver. for year 1906, 31,455; Jan. 1907, 33,588; Feb. 1907, 37,371.

TEXAS.

Beaumont, Texas, Enterprise. Average 1906, 5,427; present output over 10,000 guaranteed.

El Paso, Herald. Feb. av., 7,181. Merchants' canvass: "Herald in 80% of all E. P. homes."

VERMONT.

Barre, Times. daily. F. E. Langley. Aver. 1906, 3,527; 1906, 4,112.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Association of American Advertisers.

Rutland, Herald. Average 1906, 2,527. Average 1906, 4,226. Average 1906, 4,677.

St. Albans, Messenger. daily. Actual average for 1906, 2,051; for 1906, 3,388 copies per issue.

VIRGINIA.

Danville, The Bee. Av. 1906, 2,347. M'rch, 1907, 2,610. Largest circ'n. Only eve'g paper.

Richmond, News Leader. Sworn dv. av. 1906, 28,117. Largest in Virginias and Carolinas.

Rocky Mount, Franklin Chronicle. wy. Av. '06, 1,610; March, '07, 1,920 weekly. Home print.

WASHINGTON.



Seattle, Post-Intelligencer (©©). Average for Mar., 1907, net-Sunday, 28,952; Daily, 29,955; week day, 28,221. Only sworn circulation in Seattle; only guaranteed Gold Mark and largest genuine and cash paid circulation in Washington; highest quality, the best service, the greatest results always.



Seattle, The Daily and Sunday Times led all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1906, leading its nearest rival by over 178,000 inches display and 330,000 lines of classified.

That tells the story of results. Average circulation in 1906 was 42,172 daily, 56,794 Sunday. Averages for January, 1907, were—Daily 44,911, Sunday 61,591. You get the best quality and largest quantity of circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1906, daily, 16,059; Sunday 21,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel. daily. R. E. Hornor, pub. Average for 1906, 2,640.

Ronceverte, W. Va. News. wy. Wm. B. Blake & Son, pub. Aver. 1906, 2,230.

WISCONSIN.

Janesville, Gazette. daily and s-w'y. Circ'n—average 1906, daily 3,811; semi-weekly 2,682.

Madison, State Journal. dv. Average 1906, 2,602; for Jan. and Feb., 1907, 4,609.

Milwaukee Evening Wisconsin. dv. Av. 1906, 26,648; average 1906, 28,450 (©©).



Milwaukee, The Journal. ev'g, independent. Aver. for Mar., 1906, 45,948; Mar., 1907, 51,490. Daily gain, 7,542. The Journal's paid circulation in the city alone is larger than the total paid circulation of any other Milwaukee paper, morning, evening or Sunday.

Oshkosh, Northwestern. daily. Average for 1906, 8,099.



THE WISCONSIN AGRICULTURIST

Madison, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Ad. \$5.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average and for 1906, 5,126; semi-weekly, 3,298.

BRITISH COLUMBIA.

Vancouver, Province. daily. Average for 1906, 10,161; Feb., 1907, 12,978. H. LeClerque, U. S. Rep., Chicago and New York.

Victoria, Colonist. daily. Colonist P. & P. Co. Average for 1906, 4,592; Jan., 1907, 4,886. U. S. Rep., H. C. Fisher, New York.

MANITOBA CAN.

Winnipeg, Free Press. daily and weekly. Average for 1906, daily, 34,559; daily Mar., 1907, 37,902; wy. av. for mo. of Mar., 25,975.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1906, 16,177. Rates 6c. inch.

Winnipeg, Telegram. Daily av. 1906, 24,568. Weekly av. 20,287. Flat rate, 3/4c.

NOVA SCOTIA, CAN.

Halifax, Herald (◎◎) and **Evening Mail**.
Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,088.

Toronto, Canadian Motor, monthly. Average circulation for 1905, 4,540.

Toronto, The News. Daily average circulation for the month of February, 1907, 40,310. Advertising rate 66c. per inch, flat.

QUEBEC, CAN.

Montreal, La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1905, daily 96,771; 1906, 100,057; weekly, 49,992.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the **Daily Star** for 1906, 40,954 copies daily; the **Weekly Star**, 128,452 copies each issue.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1906 issue of **Rowell's American Newspaper Directory**, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1906, Daily \$8,990 (◎◎), Sunday 48,731. Wfy, '06, 107,925.

AUGUSTA CHRONICLE (◎◎). Only morning paper; 1906 average 6,043.

ILLINOIS.

GRAIN DEALERS' JOURNAL (◎◎). Chicago, prints more class'f'd ads than all others in its line.

THE INLAND PRINTER, Chicago. (◎◎). Actual average circulation for 1905, 15,866.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. Nearly 200 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.**NORTHWESTERN MILLER**

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—A technical publication of the first rank.—*Sun, Pittsfield, Mass.*

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

HARDWARE DEALERS' MAGAZINE. In 1906, average issue, 20,791 (◎◎). D. T. MALLETT, Pub., 353 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the **New York Herald** first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Circulation audited, verified and certified by the Association of American Advertisers. Average weekly circulation first six months of 1906 was 18,865.

PENNSYLVANIA.

CARRIAGE MONTHLY (◎◎). Phila. Technical journal; 40 years; leading vehicle magazine.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the **Guarantee Star** and the **Gold Marks**—the three most desirable distinctions for any newspaper. Sworn circulation of **The Daily Press**, 100,548; **The Sunday Press**, 137,865.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (☉☉). Only morning paper in Seattle. Oldest in State. The biggest and best. Always reliable. Always ahead.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (☉☉), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (☉☉) and the **EVENING MAIL**. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

THE Denver Post, Sunday edition, March 31, 1907, contained 5,683 different classified ads, a total of 132 columns. The Post is the Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (☉☉), carries DOUBLE the number of WANT ADS of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

STAR LEADS IN INDIANA.

During Feb., '07, the INDIANAPOLIS STAR gained 150 columns over Feb., '06—the STAR's nearest competitor lost 7.5 columns—the STAR carried 33.75 more columns than its nearest competitor. The INDIANAPOLIS STAR has passed the 100,000 circulation mark. Rates, 6c. per line.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

INDIAN TERRITORY.

ARDMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

KANSAS.

APPEAL TO REASON, Girard, Kan.; over 300,000 weekly guaranteed; 10 cents a word.

THE Topeka CAPITAL in 1906 gained \$9,960 paid "wants" over 1905, and carried 15,933 more than all other Topeka dailies combined; 5c. line. Only Sunday paper. Largest circulation.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 201,550 more than any other Boston paper carried for the year 1906.



30 WORDS, 5 days, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation, 10,000

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in March, 192,033 lines. Individual advertisements, 35,973.

MINNESOTA



THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

by AM. NEWS-
paper history

MISSOURI

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW JERSEY

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. FREIE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

NEWBURGH DAILY NEWS, recognized leader in prosperous Hudson Valley. Circulation, 6,000.

BUFFALO NEWS with over 95,000 circulation. It is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD, Guaranteed daily average 1906, 7,000. Cent a word.

OHIO

YOUNGSTOWN INDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

OKLAHOMA

THE OKLAHOMA, Oklahoma City, 1914. Publishes more Wants than any 7 kln. competitors.

PENNSYLVANIA

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

THE EVENING TRIBUNE, Providence, R. I., largest paid circulation in the State.

SOUTH CAROLINA

THE NEWS AND COURIER (C), Charleston, S. C. Great Southern Want ad medium; 1c. a word; minimum rate 25c.



THE Columbia STATE (C) carries more Want ads than any other South Carolina newspaper.

WASHINGTON

THE POST-INTELLIGENCER (C), Seattle, Wash., is the leading "Classified Ad" medium of the Pacific Northwest. Readers respond to P-I. Want ads because every ad is a genuine "want," hence greatest results to advertisers. Over 41 columns a day was the average for March, 1907; 25 departments; 360 separate classifications. Write for sample copy. Rates, 10c. per line.

CANADA

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined.

THE LABOR PRESS.

A practical advertising manager insists that as an advertising medium a labor paper is fully ten times as valuable as the ordinary daily paper.

There are about three hundred of these papers in this country—two hundred weeklies and a hundred monthlies, in round numbers. Most of the weeklies are conducted as private enterprises. Sometimes they are the official organs of central bodies which comprise practically all of the unions in the city, in which case there is a board of directors, appointed by the central body, to whom the editor is immediately responsible. Their general circulation is limited to the cities or counties in which they are published. The monthly journals are usually the organs of particular trades or occupations, and have a National circulation. Various methods for increasing their distribution are resorted to, but to offer special inducements to a local union for the subscription of its entire membership, the paper thus being sent directly to their homes through the mails. Ordinarily, the amount necessary for this subscription is taken from the treasury of the union.

The disposition to present the views of the employing class in the labor press is a source of constant surprise. Compared with the organs of the employers' associations, labor papers are unusually fair in their treatment of the labor question. Contrary to the general impression, rarely does there appear an article which one might call radical. The conservatism and the restraint of these workmen is most admirable. The trade journals in almost every instance give considerable space to purely technical matters, thus supplying a course in technology which must be of great value to the mechanics and especially to the apprentices in the trade. Many of these journals are of the highest type in both matter and in general make-up, comparing favorably with the average monthly magazine sold on the news-stands.

As a rule, the attitude of the labor press toward the employer is fair and reasonable. There is a disposition to regard him as a friend. But toward the man who opposes organized labor through an employers' association or a citizens' alliance, with a determination absolutely to crush it out, there is always the strongest feeling of resentment and bitterness.—*Outlook*.

A Special Issue

The Advertising of Summer and Winter Resorts of the United States and Canada



PRINTERS' INK is now compiling a list of hotels located at the Summer and Winter Resorts of the United States and Canada. The list will be complete as that possessed by any paper in the country. On account of the care exercised in compilation it should be the most accurate of Resort lists.

The issue of PRINTERS' INK for May 22d will be sent to the manager of the hotels upon the list. The issue will contain informing articles upon Hotel Advertising at Resorts. It will conform to the high standard set by previous Special Issues of PRINTERS' INK, notably the issue to Schools, put out in February. The aim will be to make the number so valuable that it will be preserved, and referred to when the question of copy and mediums arises.

Newspapers or magazines that desire to copy

For space in this issue
address at once

PRINTERS'

Printers' Ink

of Summer and Winter Resorts

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 ner and no more effective and economical medium
 State this issue of PRINTERS' INK.

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Press-Day for this edition
May 15, 1907

There will be no advance in the advertising
 rates, which are as follows:

CLASSIFIED ADVERTISING: 20 cents a line. Dis-
 cretionary ADVERTISING: \$40 a page; \$20 a half-page;
 \$10 a quarter-page; \$3 an inch. If a SPECIFIED
 position, selected by the advertiser, is allowed,
 the whole price is charged for the space used.
 Five per cent discount is allowed from
 these prices if payment accompanies the order
 for a copy.

PRINTERS' INK 10 SPRUCE STREET
 NEW YORK CITY

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure. 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

OFFICE: NO. 10 SPRUCE ST.

Telephone 4779 Beekman.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

New York, April 17, 1907.

THE weaker the publication, the more it concedes in position.

TALK shop interestingly, and there is a great future in store for you.

QUALITY, in goods advertised and in mediums, should mean something besides fancy prices.

RELIABILITY is the foundation of every successful business which has weathered the storms of a decade.

AN examination of an advertising medium, with the end in view of determining who uses it, is oftentimes fruitful.

THE publisher who refuses to give advertisers any information regarding the number of copies he prints is honest, at least. But as much cannot be said of the publisher who says he prints "about" 1,500 copies, when a detailed statement for a year would reveal an average issue of less than 1,000.

A GENTLEMAN who thinks he is an authority on the subject says, the general advertising agents, in the amount of business they forward, rank as follows:

1. N. W. Ayer & Son, Philadelphia.
2. Lord & Thomas, Chicago.
3. J. Walter Thompson, New York.
4. B. B. Hampton, New York.

CHARLES AUSTIN BATES is no longer conspicuous as a constructor or placer of advertising matter. Now he is a promoter with offices beautiful with marble and plate glass; but when the history of advertising for the last two decades comes to be written, and note made of the changes in methods and of the leaders of the revolution that has occurred, the name of C. A. B. will be found to stand where that of Abou Ben Adhem did, as told in Leigh Hunt's beautiful little poem.

A Great Shoe Recorder, Shoe Journal.

The Boot and Shoe Recorder, of Boston, which lately celebrated its twenty-fifth anniversary, was originally started in that city by William L. Terhune as a little eight-page journal issued monthly. To-day it has an average of 210 pages each issue, and is a weekly, and during 1906 published a total of 10,698 pages. It now has twenty editors, a hundred writers and correspondents and a thousand advertisers. Mr. Terhune is still active at the head of the Boot and Shoe Recorder Publishing Co. Charles H. McDermott, editor-in-chief, is vice-president. Everit Bogert Terhune, treasurer, is at the head of a special advertising service bureau, with William E. Eaton, the secretary. Lewis J. Hewitt is superintendent of the publication, St. Clair Smith is New York manager, Charles A. Dickens has the Chicago and St. Louis offices, H. Walter Scott the Philadelphia office, Albert W. Highlands the Cincinnati office, and Charles P. Woodruff represents the paper in Rochester. The company's new building in Boston, located in South street, was designed for its own use. Three floors are occupied by the journal and its job printing plant.

RICHARD P. READ, formerly of Yonkers, has secured a position as copy writer in the agency of A. R. Elliott, New York.

THE Brooklyn *Standard Union* has been elected to membership in the American Newspaper Publishers' Association.

E. LACY SPEER has left *Ad Sense* and will join the advertising staff of the Butterick Trio the latter part of the month.

THE advertising of the Maryland Casualty Company, of Baltimore, to which reference was made in PRINTERS' INK, issue of April 3, is in charge of G. Murray Seal.

THE printing establishment of Redfield Brothers, located at 411 Pearl street, New York, will be moved on April 22 to the new Scribner Building, 311 West 43d street.

THE Cincinnati Advertisers' Club recently joined in a conference of business organizations in that city to discuss ways of raising \$100,000 to advertise Cincinnati, and the advertising men are represented on a sub-committee which will work out the problem.

FRANK P. MORSE, a Boston advertising agent, has filed a voluntary petition in bankruptcy, with liabilities of \$65,000. Most of the creditors are persons from whom Mr. Morse borrowed money.

THE Norway, Maine, *Advertiser*, edited by Mrs. F. W. Sanborn, has had in times past a number of men as compositors who afterwards achieved fame. Among these were Artemus Ward, the humorist, Sylvanus Cobb, jr., the genius of the old New York *Ledger*; Hannibal Hamlin, vice-president of the United States; Horatio King, once Postmaster-General, and Don Seitz, business manager of the New York *World*.

RICHARD H. LYON, who was with the South Bend *Tribune* in various capacities for 33 years, died on April 4. Mr. Lyon had served the *Tribune* as correspondent, compositor, reporter, city editor, associate editor and special writer.

THE Des Moines *Capital* announces that March was the biggest advertising month in the history of the paper. More advertising appeared in the twenty-seven issues of the *Capital* than in the thirty-one issues of its evening competitor.

KENDALL B. CRESSEY, who resigned recently as advertising manager of the Philadelphia *Record*, has opened offices in the Commercial Union Building, Philadelphia, as a general insurance broker. Mr. Cressey has been engaged in the newspaper business for sixteen years.

CONCERNING the recent post-office order forbidding the appearance of coupons in connection with advertisements in magazines, the story is told that the manager of Mr. Hearst's *Cosmopolitan* notified Postmaster Willcox of New York that he would continue to publish advertisements with coupons, and that if his advertisers did not furnish such he would make them up himself. And he asked Postmaster Willcox what course he would pursue in such case; to which Mr. Willcox replied that he would hold up the edition; and the magazine man responded, "If you do that, I will have you arrested!" This is as far as the story went, but it was interesting to note that directly afterwards the Department rescinded its order. A most interesting question is, what earthly object could the Department have had in issuing such an order in the first place.

OF the more than five hundred daily papers, from various sections of the country, having special representation in New York City, it is reported that after May 1st more than two hundred will have offices in the new Brunswick Building, corner of Fifth Avenue and Madison Square.

THE Albert Frank & Co., agency, New York, well-known in connection with financial advertising affairs, has opened a branch office in the Equitable Building, Baltimore, in charge of J. V. V. Boss.

THE baseball nine of the Paul Block Special Agency, New York, has organized for the season. The team wishes to arrange games with the nines of advertising agencies, magazines or similar lines of business.

In sending out its latest rate schedule the *American Journal of Clinical Medicine*, issued monthly at Chicago, takes occasion to show pictures of its plant and tell something about its clientele. This medical publication was established twelve years ago, and has until lately been known as the *Alkaloidal Clinic*.

At the meeting of the Technical Publicity Association, held March 8, in New York, the subject of house organs for manufacturers in the engineering and machinery trades was thoroughly threshed out, the subject being discussed by Stuart Benson of the R. Wallace & Sons Manufacturing Co., David Gibson of the Globe Machine & Stamping Co., Henry M. Cleaver of the Niles-Bement-Pond Co., H. L. Myers of the New York Leather Belting Co. and W. G. Snow of the Meriden Britannia Company. Each one of the speakers is the editor of a publication in the interests of the company he represents. In some cases the house organ has taken the place of advertising in the trade press; and in other cases space in the trade magazines has been used as before or merely to exploit the house organ.

A BOOKLET from the *Pacific Builder and Engineer*, published weekly at Seattle, shows the territory covered by this journal—Washington, Montana, Idaho, Oregon, British Columbia and part of Wyoming—and gives figures of building and construction work in the Northwest to demonstrate its value as an advertising medium. This journal claims to be the only publication of its kind in that territory, and its section is said to be developing more rapidly than any other part of the country. Jedd P. Fuller is publisher, and A. V. Willoughby advertising manager. W. A. Douglas represents the paper in Chicago.

At the meeting of the executive committee of the American Institute of Social Service held recently, announcement was made that the *Scientific American*, through a desire to co-operate with the work of the institute in promoting an American Museum of Safety Devices, would give annually a gold medal, to be awarded by the institute for the best device for safeguarding life and limb. An advisory committee of the editors of technical papers was organized to co-operate with the institute in the work of protecting life and limb. As at present constituted the committee consists of fourteen representatives from the *Scientific American*, *Iron Age*, *American Machinist*, *Railway and Locomotive Engineering*, *Automobile*, *Electrical World*, *Street Railway Journal*, *Dry Goods Economist*, *Electrical Age*, *Railway Gazette* and *Engineering and Mining Journal*.

Big Realty Advertising. During the past nine years the Protzman-Farrar Co., the well-known Pittsburg agency, which specializes in real estate publicity, has prepared and placed announcements for realty promoters through which about thirty million dollars' worth of town lots and other property has been sold. The agency believes that it does the largest business of this character in the United States. A recent campaign for the suburb of East Williston, outside of New York, resulted in the sale, within six weeks, of 950 out of a total of 1,080 lots, despite a concerted movement among New York savings banks to discourage real estate investments among depositors.

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THE Frank Presbrey Co., 3 West 29th street, New York, has been putting out large copy in the daily papers for "Canadian Club" Whiskey.

ALMON W. SCOTT, formerly assistant advertising manager of the Central Foundry Company, of New York, has joined the staff of R. J. Macpherson & Company, Limited, advertising agents of Winnipeg, Canada.

EUGENE R. ANDERSON has opened an agency in Milwaukee, and will place the business of the B. J. Johnson Soap Company. Mr. Anderson was formerly connected with the Cramer-Krasselt agency, in the same city.

CLIFTON HAM, formerly with the Farm Life Publishing Company, has secured, through the Chicago office of Hapgoods, the position of managing editor of the *Gazette*, Billings, Mont.

CYRUS T. FOX, late of Reading, Pa., has become the editor and business manager of the *Radford*, Virginia, *Advance*. Mr. Fox was one of the founders of the Pennsylvania State Editorial Association in 1871, and its president in 1902. He assisted in organizing the National Editorial Association in 1884, and the International League of Press Clubs in 1893.

WINNIPEG, Canada, now has a monthly industrial paper called the *Winnipeg Industrial Bulletin*, and also a weekly journal called the *Canadian Factory Site and Trade Bulletin*, in which specific opportunities for manufacturers will be listed. These publications are conducted by Charles F. Roland, Winnipeg, who is the industrial commissioner of that city, and who was formerly an international dealer in factory sites. Winnipeg's advertising is backed by the following bodies: The City Council, Board of Trade, Manufacturers' Association, Bankers' Association, Real Estate Exchange, Grain Exchange, Builders' Exchange, Commercial Travelers' Association, Trades and Labor Council.

OUTDOOR NUMBER
JUNE 1907 .. PRICE 15 CENTS

METROPOLITAN MAGAZINE



THE METROPOLITAN MAGAZINE CO
5 J. 27 WEST 29th STREET NEW YORK

THE METROPOLITAN reports that the cash advertising in its May issue shows the remarkable increase of sixteen per cent over the corresponding month of last year.

Also an increase over April of this year of seventeen per cent. These are distinct evidences of splendid progress.

THE May *Theatre* will be a double number, covering the Actors' Fund Fair to be held at the Metropolitan Opera House, New York, May 6-11. Paul Meyer, the publisher, will have a booth at the fair, and the *Theatre* will distribute a large number of copies during its progress.

THE J. Walter Thompson Advertising Agency, New York, heretofore a New Jersey corporation with a capital of \$250,000, has been re-incorporated under New York law, and the capital has been increased to \$500,000. The incorporators are J. Walter Thompson, William A. Redding, Charles H. Parsons, Elson C. Hill and Clarence A. Hope. The re-incorporation involves no change in the personnel nor the policy of the agency.

THE Gundlach advertising agency, Chicago, has moved from 115 Dearborn street to larger offices in the Chicago Tribune Building.

THE Des Moines *Capital* has dropped the red line which it has run across the top of its paper for about eight years. This change is made in the interest of more conservative journalism—red ink being objectionable to a great many newspaper readers.

THE *Engineer*, Chicago's semi-monthly engineering journal, now follows the custom of printing in each issue, at the head of the editorial page, a statement of copies printed. On March 6, this year, the individual yearly paid in advance subscriptions on the *Engineer's* books numbered 18,323, according to C. B. Leech, the assistant manager, and the number of copies actually sold and circulated is made the basis for these circulation statements. W. H. Taylor heads the company publishing this journal, and it is represented in the East by E. R. Shaw, vice-president of the company.

Agency Changes Name The publicity agency heretofore known as Bruce & Banning, 1 Madison Avenue, New York, is now called The Banning Company, and incorporated under the laws of New York State, with Kendall Banning, E. C. DeVillaverde, W. H. Denney and Walter Mueller as directors. A branch office is maintained at Montreal, in the Sovereign Bank Building. Mr. Banning was formerly connected with the New York office of *System*. Mr. DeVillaverde was for twelve years business manager of the *Scientific American*. Mr. Denney has charge of the printing and cost departments, and the editorial department of the agency is in charge of Mr. Mueller, formerly with the *Electrical Age* and *Cassier's Magazine*. On May 1 The Banning Company moves to larger quarters in the new Brunswick Building, 225 Fifth Avenue.

SEE that some "snap" and "go" enter each sentence of your advertisement. If a sentence is hopelessly involved this is impossible.

A TOBACCONIST, in Atlanta, Georgia, displays on a card in his windows the statement:

"I CAN'T AFFORD ANY BIG ADVERTISING AS I PUT MY MONEY IN THE GOODS."

Unless he places his money with better judgment than he uses in his publicity scheme the chances are that his customers could get better goods elsewhere at smaller cost.

AN interesting campaign to advertise high-grade printing has just been started by the American Bank Note Company, New York. Announcements in daily papers are being used, and the company has also established a house organ called *The Imprint*, which will deal with printing matters relating to the production of bonds, stocks and other security blanks. W. P. Colton, formerly advertising manager of the Lackawanna Railroad, and originator of "Phoebe Snow," has charge of this well-known corporation's promotion work.

The Trend in Norfolk.

The Norfolk, Va., *Ledger - Dispatch* prints more copies regularly than either of its city contemporaries. The *Public Ledger* and the *Dispatch* were combined one year ago to-day, and the paper's average daily circulation from the date of consolidation up to January 31, 1907, was 18,531 copies. The figures are printed regularly in the paper each day. The *Ledger-Dispatch* claims the proud distinction of carrying more classified advertising than any other paper in Virginia, and a great deal more than twice as much as the other Norfolk papers combined. Norfolk will come into unusual prominence this year on account of the Jamestown Exposition, and the *Ledger-Dispatch* should secure a large share of the advertising sent out to attract the Old Dominion visitors.

THE Indianapolis *Star* is moving upward and onward. In March an average of 102,711 copies were printed each day.

METZ B. HAYES is now representing the *Scientific American* and *American Homes and Gardens* in Boston. His office is at 43 Tremont street, Boston.

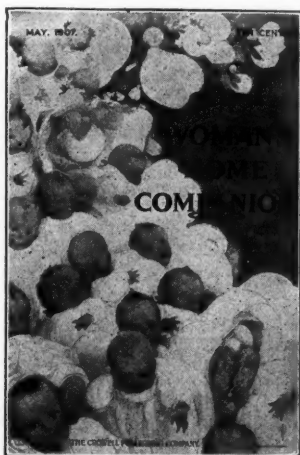
New Canada Postal Deal. A conference was lately held in Washington by Postmasters-General Meyer, of the United States, and Lemieux, of Canada, and arrangements are now under way to settle postal difficulties between the two countries. Canada accepts the tentative proposal of the United States that second-class matter mailed in one country and addressed to the other be subject to a rate of one cent for each four ounces or fraction thereof on each bulk package, prepaid by stamps affixed. Under the arrangement which has heretofore existed such mail matter has been transmitted to its destination in either country on payment of the regular second-class rate, no fiscal settlement being made on account of the difference in volume of the mail received by one country over that received by the other.

On account of the very large preponderance of mail matter going from this country to Canada over that received in the United States the agreement has operated very materially to the advantage of this country.

The rate agreed upon is substantially the transient second-class rate which the individual citizen of the United States now enjoys, the exception being that publishers in the United States have an additional privilege of mailing in bulk packages, at the rate named, separately addressed newspapers and periodicals intended for delivery to subscribers at one postoffice, and the cost to American publishers will be at least fifty per cent less than if the postal union rate should be applied. About 100 American publications have been excluded from the second class in Canada, but some of them got back again; numerous American periodicals of questionable value are largely circulated in Canada, and more or less feeling against them exists among publishers over the border.

FEBRUARY advertising in the *Literary Digest* showed a gain of 6,500 lines over the same period last year, or twenty-nine standard magazine pages. With 161,000 claimed circulation, this weekly now asserts that it has the biggest circulation in its history combined with the lowest advertising rate. Ninety-three per cent of the circulation is said to be subscriptions.

LAST year the editorial and reportorial staff of the Des Moines *Register and Leader* issued a little souvenir booklet entitled *The Protege*, filled with stories by the men and women who make that paper. It met with such a cordial greeting that this year *Protege No. 2* has been issued, a pocket volume of sixty pages, in which each member of the staff contributes a characteristic bit of writing opposite his or her portrait. The *Register and Leader* is represented in the foreign field by Payne & Young, New York and Chicago.



UNUSUALLY PLEASING.

AN interesting pamphlet along new lines comes from the Windsor Trust Company, New York. It deals with the duties of a registrar and transfer agent in stock and bond transactions, and explains the company's service in this department.

BERNARR MCFADDEN, publisher of *Physical Culture*, was indicted about a year ago on a charge of sending obscene matter through the mails, the trouble growing out of illustrations printed in his publication. The case against Mr. McFadden has been quashed in the United States District Court at Trenton, N. J.

Recreation issues a new rate card to go into effect May 1, the charge for a page being \$180, figuring standard magazine size, or \$360 for a full *Recreation* page, which measures 504 lines. The line rate for advertisements less than two inches is one dollar, no discounts for time or space. This magazine now claim 90,000 circulation, and Wm. E. Annis, the advertising manager, states that it is read almost wholly by men.

SPHINX CLUB ELECTS OFFICERS.

The meeting of the Sphinx Club, of New York, for the annual election of officers was held at the Waldorf-Astoria on April ninth. The names of the officials chosen are:

President—Robert Frothingham, advertising manager *Everybody's Magazine*.

Vice-President—Samuel Brill of Brill Bros.

Secretary—William Loruenser, advertising manager A. A. Vantine & Co.

Treasurer—W. W. Hallock, of Kellogg's Lists.

Members of Executive Committee—Charles H. Bayer, P. A. Conne, George H. Hazen, W. W. Seeley, John H. Hawley, James O'Flaherty and Walter Hammitt.

All the officers were elected by acclamation, and everybody appeared to be happy over the result.

AFTER a year of work under the handicap of small offices, the Read Advertising Agency, Los Angeles, Cal., has moved into an ample home in the Bumiller Building, that city, and is now handling about thirty accounts. In the past twelvemonth this agency has developed considerable eastern business, and has the endorsement of the Quoin Club.

Death of Nicholas Meredith Sheffield, one of the pioneer special agents of New York City, died March 28, at his home, 117 West 58th street, aged sixty-four years. Mr. Sheffield was an Ohioan by birth, and had been connected with advertising affairs ever since he entered the office of the Peoria (Ill.) *Transcript* at fourteen. In 1865, he became an agent at St. Louis, and in the early Eighties started one of the first special agencies in New York. A son and daughter survive him. Mrs. Sheffield died several years ago. His offices have been many years in the Tribune Building, and the papers on his list latterly were the *Richmond Times-Dispatch*, *Binghamton Herald*, *Buffalo Express*, *Council Bluffs Nonpareil*, *Detroit Times*, *Guthrie State Capital*, *Peoria Star*, *Scranton Republican* and *Syracuse Herald*. John F. Fralick, formerly vice-president of the agency, has been elected president and W. C. Bates, the secretary, assumes also the duties of treasurer. The policy instituted by Mr. Sheffield will be continued.

POSTERS WITH GOOD MANNERS.

Referring to an African writer's appeal for the poster that "makes a sane and dignified bid for business," the London *Billposter* says: "We hope that most British posters can earn the right to those adjectives. Nor do we think that the 'yellow' poster, the 'howling, screaming kettle-brand kind of poster,' will ever be received with any favor here. Advertisers seek to make their announcements conspicuous, but they do not seek to make them hateful. Either a woman or a poster may be conspicuous by reason of natural beauty, and either a poster or a man be unwelcome, although conspicuous, by reason of villainously bad manners. The matter of choice of posters is akin to that of knowing how to behave."

ADVERTISING FOR PROSPECTS.

Some of the slickest advertising work to be found anywhere is that done for the purpose of digging up "prospects."

Talking to people in a general way, talking to all the people about some universal commodity like soap—that's easy. But how are you going to segregate people in town who ought to have a new stove, or a new carpet, or new wall-papering, or have the floors waxed? That is a very different proposition. You can perhaps get a direct line of those who have no stove at all. But to find out who has a stove that is about ready to fall to pieces is a perplexing matter.

The *Musical Age* gives an account of a campaign that was undertaken lately to dig up such prospects in the piano business. In January, D. E. Woolley, manager for Estey Pianos at Philadelphia, inserted ads in leading papers of that city offering a brand-new \$375 Estey upright in exchange for the oldest piano in actual home use in Philadelphia or Camden. The offer was held open during January, the only conditions being that the contestants must live in either of the cities, and that a coupon should be filled out giving the name and address of the contestant, the piano-maker's name, factory number, how long the contestant had owned it, where he got it, and whether square, upright or grand. The result was surprising. During that month over 500 applicants for the prize were heard from. Each of the candidates for ancient honors was carefully inspected by one of the Estey men and a report filed. Nobody would have believed that such an aggregation of decrepit pianos existed in any one city. Not a few were ruled out for conflicting with the condition requiring the instrument to have been "in actual home use." Harpsichords, spinets and such pre-Revolutionary musical instruments which had reposed in cobwebby garrets were barred for this reason—at which some owners complained bitterly; but Woolley

was obdurate on this point. One of these old-timers—a square—bore the date "1754," but having served as a Home for Superannuated Spiders for many years until the owner dug it out and endeavored to clean it up a little for the inspection of the Estey men, it was disqualified.

Finally, by a process of elimination, the choice narrowed down to an instrument owned by one Theodore F. Yagle. It fulfills all the conditions, as did its owner. It is an upright of the vintage of 1780, and—*mirabile dictu!*—it is a self-player! Fact! Yagle played it by hand, and then, winding up the spring motor, inserted a cylinder, and the Estey men were given the privilege of listening to what is in all probability the first player-piano ever used in this city, if not in the country!

When this ancient "pianola" was taken as the prize-winner, the 500 candidates were invited to come to the Estey warerooms and see it. There was also wide public interest in the relic. Many of the candidates, after the decision was given, made arrangements to trade their old pianos in regular way, and the list of candidates made an excellent one for salesmen to work personally. The campaign cost between \$4,500 and \$5,000, and the most surprising feature of all, probably, was the amount of prospective business dug up by this new idea. In a city the size of Philadelphia few piano men would have expected to find so many old instruments, but there they were, hidden in homes, and only vigorous advertising with a new idea brought them to the surface.

THE Doniphan High School, located at the county seat of Ripley County, Mo., on the banks of the Current River, is advertising its advantages. It is seldom that a public high school goes vigorously into the advertising business as has the Doniphan school, but it has paid in the quality of instruction which is thereby made possible because of the added enrollment.—*Meritz' Magazine.*

THE first advertiser was the man who sought out the place where the most people passed and hung out a sign. The last advertiser will be able to do no more.—O. J. Gude Co.

THE ADVERTISING CLUBS.

A recent census of advertising organizations throughout the United States, made by *Agricultural Advertising*, shows that many cities have thriving clubs of men engaged in publishing and advertising. Following is a list of such bodies, with their officers, made up from this census and from the Little Schoolmaster's own records:

SPHINX CLUB, New York. The best-known club of its kind, perhaps, organized in July, 1896, and now having more than 300 members, some in foreign countries. Membership confined to those directly interested in buying and selling advertising space, or in the preparation and placing of advertising, but any person who can contribute in any way to the objects the organization has in view is eligible to membership.

Officers, 1907: President, F. James Gibson; vice-presidents, Robert Frothingham, Medill McCormick, Alvin Hunsicker, John H. Patterson, John Morgan Richards; secretary, William Loruenser; treasurer, W. W. Hallock.

AGATE CLUB, Chicago. The pioneer, organized in 1894. Membership limited to fifty, and has nearly that many members. Confined to advertising managers and special representatives, in Chicago, of publications of general circulation. Incorporated 1905.

Officers: President, E. C. Patterson; vice-president, A. D. Mayo; secretary, F. P. K. Oldfield; treasurer, Karl V. S. Howland.

ATLAS CLUB, Chicago. Organized January, 1901. Object—"Helping the advertiser to spend his money wisely and well."

Governing Board: President, Joseph R. Kathrens; vice-president, Medill McCormick; secretary, W. M. Shirley; William A. Stiles, Fayette S. Cable, E. C. Patterson.

CHICAGO ADVERTISING ASSOCIATION, Chicago. Organized September, 1905. Present membership 350. Has a home at 118 Monroe street, and its object is to foster fraternal relations between all men interested in advertising and publishing.

Officers: President, F. L. Rossach; first vice-president, J. Ellsworth Gross; second vice-president, M. M. Fletcher; third vice-president, E. D. Moeng; treasurer, H. R. Kent; secretary, Floyd

D. Short; financial secretary, Charles H. Ravell.

AD CLUB OF WESTERN NEW YORK, Buffalo and Rochester. Organized three years ago, has 150 members in United States and Canada among agents, advertisers, advertising managers, etc.

Officers: President, Porter DeForest; vice-president, E. A. Kendrick; secretary and treasurer (vacant); directors, Blinn Yates, Henry Strong.

ADSCRIPT CLUB, Indianapolis. Organized four years ago, and has seventy-five members in advertising, publishing and manufacturing industries.

Officers: President, P. S. Florea; vice-president, John F. Speer; secretary, Julian Wetzel; treasurer, Harmon W. Marsh; trustees, C. W. Martin, Frank S. Chance, Ernest Cohn.

ADCRAFT CLUB, Detroit. Organized December, 1905. Composed chiefly of advertisers and advertising managers, with membership of ninety. Publishes a monthly organ, *The Adcrafter*.

Officers, 1907: President, E. St. Elmo Lewis; first vice-president, H. D. Glenn; second vice-president, K. P. Drysdale; secretary, H. T. Ewald; treasurer, F. T. Campbell.

PUBLICITY CLUB, Minneapolis. Organized February, 1907, and has nearly 300 members. Object, to exchange advertising ideas, and also to advertise Minneapolis, Minnesota and the Northwest.

Officers: President, A. W. Warnock; first vice-president, J. B. Morris; second vice-president, W. L. Harris; secretary, A. L. Ball; treasurer, C. F. Dick; executive committee, W. E. Emery, W. McK. Barbour, J. H. Clapperton, A. Dollenmayer, W. I. Halliday, Mac Martin, G. R. Morrissey, F. W. A. Vesper, A. von Schlegell, F. J. Weston, L. P. Green, C. L. Sawyer.

KANSAS CITY AD CLUB, Kansas City. Organized 1901, and re-organized 1906, with present membership of 175 advertisers and advertising managers, newspaper men, etc.

Officers: President, A. E. Hutchings; vice-president, W. F. Campbell; second vice-president, John Mativier; secretary and treasurer, J. O. Young, whose terms will expire next October.

SPOKANE AD-MEN'S LEAGUE, Spokane. Organized October, 1906, and has sixty members, limited to "space buyers, space solicitors and space fillers."

Officers: President, Alex. Green; secretary, J. Grant Hinkle.

PORTLAND AD-MEN'S LEAGUE,

Portland, Ore. Organized March, 1905, and has 120 members associated with advertising and publishing.

Officers: William J. Hofmann, president; Paul W. Custer, first vice-president; Geo. Estes, second vice-president; Scott Bozorth, secretary; W. Cooper Morris, treasurer; executive committee, Bury I. Dasent, Harry C. Whittier, Rinaldo M. Hall.

PACIFIC COAST ADVERTISING MEN'S ASSOCIATION, San Francisco and Pacific Coast States. Organized several years ago, and has members in California, Oregon, Washington, Montana, Idaho, Arizona and British Columbia. Has been an important factor in building up advertising sentiment on the Pacific Coast.

Officers: President, R. M. Hall, Portland, Ore.; secretary and treasurer, L. R. Mertz, Los Angeles, Cal.; vice-president for Oregon, W. J. Hofmann; vice-president for Washington, Alexander Green; vice-president for Idaho, J. Rohrbacher; vice-president for California, H. P. Stabler; vice-president for Montana, Robert Hadyn; vice-president for British Columbia, Herbert Cuthbert.

In addition to these there are: **St. Louis Advertising Men's League,** in St. Louis, which during the Louisiana exposition entertained advertising men from all parts of the country.

American Goff Association of Advertising Interests, which numbers several hundred members among publishers, agents and advertisers, and holds regular tournaments at Pinehurst and other famous links.

Quoin Club, of New York City, made up of advertising managers of magazines, which has more direct influence on the business management of advertising mediums than any other body.

Advertisers' Club and Quoin Club, both in Cincinnati, where one club does not seem to be enough to go around.

The Poor Richard Club of Philadelphia, made up of advertisers, agents, publishers, etc.

Ad Club of Cleveland.

Ad-Men's Club of Boston.

Sphinx Club of London, England, which was organized about two years ago and has entertained many American advertising men.

Ad Club of Peoria, Ill.

New York Advertising League, of New York City.

Periodical Publishers' Association of America, which, while composed of magazine publishers, and partly of a business nature, is well-known for its annual dinner at which advertisers are entertained and many famous speakers heard.

Association of American Advertisers, an organization formed to conduct investigations into the circulation of periodicals for those who belong to it.

Technical Publicity Association, of New York, made up of advertising managers and publishers in the machinery and engineering trades.

Circulation Managers' Association of Greater New York, composed of circulation men from newspapers and other mediums in the metropolis and vicinity.

The Banking Publicity Association, made up of advertising managers of banks and trust companies under the shadow of the American Bankers' Association.

Space Club, Chicago, composed of men connected with trade and technical journals and their publicity problems.

The bowling league that was organized last winter in New York for matches at this sport between teams from agencies, publishers' forces, etc.

The little club of advertising women, with half a dozen members, that holds two meetings each month in New York, the first to listen informally to some well-known man who can talk about advertising, and the second to discuss what the guest said.

Innumerable clubs recently organized in connection with the Young Men's Christian Associations in various cities, listening to lectures on advertising topics throughout the winter.

And so forth, and so forth.

Advertising and publishing, in their present phases, are only about ten years old. But the social spirit in advertising is strong and useful. Wherever there are a few advertising or publishing men gathered together, there one finds some sort of organization to dine

and talk, discussing broad topics for the furtherance of publicity generally, or taking up special problems connected with one phase or industry. This social spirit, more than is known, perhaps, does much to aid in the growth of advertising and the advertising idea.

A REAL ESTATE SWINDLE.

The Postmaster-General has issued a fraud order against H. H. Harsha and the Harsha Co-operative Advertising Company of Chicago. This concern, it is charged, promised to advertise farms for sale in an alleged magazine published by it for six months unless they were sold before the expiration of that period. Harsha held out alluring inducements to get farmers in the Middle West to send him \$5 each. He said he had a long list of people who wanted to buy farms. The postal inspectors report that he had no such list and that he issued only two numbers of his advertising magazine of about 200 copies each.—*Fourth Estate*.

We wonder why the Greeks were impressed with the ambiguous utterances of the Seer of Delphi, yet we are impressed, amazed and dazed with the drool of some of the business experts, who may or may not conceal a germ of thought in a maze of Words.—*Exchange*.

RESULTS from advertising in the South may be best assured by having an agency familiar with local conditions and thoroughly posted on various publications to direct the campaign. We invite correspondence.

ARMISTEAD &
McMICHAEL, INC.,
Atlanta, Ga.

QUALITY—THE ULTIMATE TEST

The New York COMMERCIAL costs three cents a copy, \$9.00 a year (outside of New York City, \$6.00 per year). Its readers comprise bankers, brokers and merchants, who are in possession of the goods of this world above their fellows. They are purchasers of what are termed luxuries. They depend on the COMMERCIAL for business news—no other advertising medium is read so carefully by them.

The COMMERCIAL circulation contains no waste.

NEW YORK COMMERCIAL,
8 SPRUCE STREET.

THE CLEVELAND "NEWS" KEEPS SWINGING AHEAD.

The March report of paid advertising carried by the six-day evening and morning papers of Cleveland, Ohio (compiled by the morning *Leader*), shows that—

	LINES.
THE CLEVELAND NEWS (evening) gained in local and foreign display advertising	63,504
THE CLEVELAND NEWS gained in classified advertising	11,200
Total Gain	74,704

The gain of the other evening paper was 22,638 lines

One morning paper lost - - - 53,406 "

The other morning paper lost - - - 27,342 "

Proving that the Evening Papers During the Week are the Business Producers and the HOME PAPER—the "News"—is Constantly Growing in Favor.

MR. GENERAL ADVERTISER—You cannot cover Cleveland without THE NEWS. Over 80,000 daily circulation.

L. H. CRALL CO.,

SOLE REPRESENTATIVES FOREIGN ADVERTISING,
NEW YORK and CHICAGO

MOST advertising agents whose main argument is service, give their clients full measure, except in one respect.

THIS is the preparation of printed things, such as booklets and catalogs. The agent either ignores this phase of the matter entirely, or turns out for his client mediocre stuff.

TAKE advantage of the experience of *The Barta Press, of Boston*. Let them explain by interview or correspondence what great benefits their service affords.

An Easy Customer

The can of job black I got from you some time ago was not very satisfactory. I used most of it, however, and have no kick coming now. All other inks from you have proved so uniformly satisfactory that I didn't feel like raising a row about this one can.

"RECORD," BUSHNELL, ILL., JOHN R. CAMP, Publisher.

Mr. Camp was entirely too modest in not putting up a kick immediately on finding the ink was not exactly right, as I would have forwarded another lot by return express. I want my customers to jump on me good and hard when they find any trouble with my inks, as I do not profess to be infallible, and am always willing to exchange the goods or refund the money. There are so many conditions to contend with in printing offices, that an ink may work fine in one place, while in another it will cause all kinds of trouble. Try me on a small order, and if you are not satisfied, you can have your money back.

Send for my sample book and price list. Address

PRINTERS INK JONSON
17 Spruce Street, - - New York

FOR PREMIUMS USE

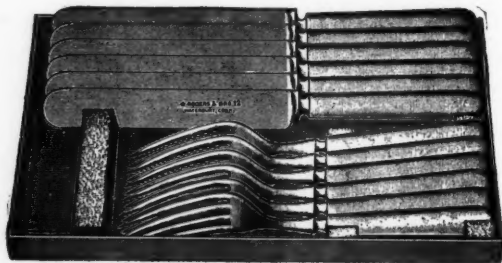
GENUINE



ROGERS & BRO. A-1.

(TRADE MARK)

SPOONS, FORKS, KNIVES, ETC.



The "Star" brand is one of the best known in the market, established more than fifty years. Ask for "Proposition A." Every article bearing the above trade mark is made and guaranteed by

ROGERS & BROTHER, Waterbury, Conn.
 INTERNATIONAL SILVER CO., Successor.

Are You Overlooking Me?

I'M A GOOD THING.



See here, Mr. Advertiser, what are you going to do about ME?

I'm a *humorous* publication—the cleverest in the world to-day—but just the same I'm entitled to *serious* consideration from an *advertising* standpoint.

There are more possible purchasers of high-class commodities among my clientele than can be reached in the same volume of circulation anywhere else.

I stand pat on that proposition.

The automobile manufacturers of America have found that my people are in "the Automobile class," and they buy little or no waste circulation in using my advertising columns.

I occupy a distinctive place among the best of American publications.

I'm not the sort that's read "on the run." I get next to the business man in his hours of ease—while his mind is open and free.

I beguile him with my inexhaustible fund of humor in text and pictures.

I season the wit and humor with sage philosophy.

Week after week—at \$5.00 per year—he enjoys my agreeable companionship.

The best work of the cleverest writers and artists in this country is none too good for my readers.

They are prosperous business and professional men who cheerfully pay for *quality*.

Good Spenders, too, who count *satisfaction* more than the dollar *saved*.

My advertising pages are read when men are in good humor. Is there any more favorable time to lay the groundwork of a sale? I give an ad longer life than any other periodical.

The appearance of your advertisement in my columns is equivalent to an endorsement by me; and my O. K. means a lot to the loyal friends of LIFE.

LIFE PUBLISHING COMPANY.

JOSIAH J. HAZEN, Manager Advertising Department,
17 West Thirty-first Street, New York.

BURTON R. FREER, Western Manager,
702 Atwood Bldg., Chicago.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

It is not a bad advertising idea for the L. E. Waterman Company to impress upon the public mind the large number of their clip-caps which are to be seen upon the vests of business men; but the way it is done in the advertisement marked No. 1 is not a good way. There are something like a thousand people in this illustration, and they are necessarily very uncomfortable. On account of the nature of the illus-

hard, indeed, to overdo. People are always interested in details if attention is called to them in an interesting way, and most of those

In Every Crowd
Look for the Pen with the Clip Cap

**Waterman's
Ideal
Fountain Pen**

INVEST

Every where

"The number of Clip-Caps, all indicating the possession of a Waterman's Ideal Fountain Pen, that may be seen in people's pockets everywhere, in the restaurants, in the streets, on the cars and in trains, is really becoming remarkable even to the casual observer. This bright little clip that grips seems to be everywhere."—*Amor, Star*

**L. E. Waterman Co., 173 Broadway, N.Y.
8 BROAD ST., BOSTON. 220 STATE ST., CHICAGO. 130 ST. JAMES ST., MONTREAL.
742 MARKET ST., SAN FRANCISCO. 12 GOLDEN LANE, LONDON, E.C.**

No. 1

tration, the vest shown in the center is far from being an impressive garment. The illustration marked No. 2 conveys the desired idea in a stronger and clearer manner and embodies a good picture of the pens.

Here is a Cluett shirt advertisement which looks attractive and interesting. There is nothing new in calling attention to particular points or features of an article by means of arrows, but that is one of the good things which it is very



**Waterman's
Ideal
Fountain Pen**



No. 2

who see the advertisement will stop to find out just what the arrows are pointing at and what it all means. In other respects,

QUALITY MARKS

The most caring and exact standard of merchandise is maintained and built, a list of every merchandise listed in

Cluett Shirts

Each shirt is measured with a the degree of care and skill and the completed garment has clear evidence. Every year finds in the strong, clean, perfect, famous Cluett pattern as based on the, carefully proportioned of the famous Cluett. Many styles—white, and various heavy patterns of exclusive design.

The Cluett Coat Shirts—made of all the a new "a" pattern garment has only, passed up to completion. Ask your dealer for Cluett Shirts and look for the Cluett label.

Write for "Cluett's Shirts"—a booklet that will interest you.

CLUETT, PEABODY & CO., 440 River Street, Troy, N. Y.
London or other outside requests sent on receipt and reply.

this advertisement is well arranged and to be commended

It is safe to say that this advertisement of the Greenleaf Hose will hold the attention, for a moment, at least, of everybody whose eye it meets. The hose is all there

—and it is so arranged that nobody can fail to notice that it is there. As an attempt to show fifty feet of hose in a magazine advertisement and still have plenty

been best to omit the apple altogether, or else to have a really good picture of an apple and tell the story separately. The mixture of apple and type is not inviting or appetizing.

* * *



'GREENLEAF HOSE' is constructed with an inner-tube section of the very strongest pure rubber, wrapped in four-ply, tightly woven fabric, which will not expand nor develop leaks under high water pressure. The outer casing is of extremely tough, elastic rubber, so that it will stand any amount of dragging around without injury. It is by far the most durable, serviceable garden hose ever made, very different from the kinds that peel and leak after a few months use.

If your dealer cannot supply you, send \$10.00 to us—by registered mail, P. O. or Express Money Order, on demand check, —and we will at once express prepaid, 50 feet of "GREENLEAF" Garden Hose—complete with standard nozzle and coupling. You have never before had an opportunity of buying such a light, strong, flexible, long-lived hose as this, and if you don't find this absolutely true, we will buy back the hose without argument.

Address the
Home Office or
the nearest Branch

PENNSYLVANIA RUBBER COMPANY
JEANETTE, PA.

New York, 131 Broadway
Chicago, 131 Michigan
Cleveland, 131 Broadway
Philadelphia, 131 Market
Pittsburgh, 131 Market
St. Louis, 131 Market
San Francisco, 131 Market
Seattle, 131 Market
Washington, 131 Market

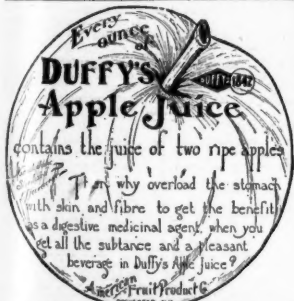


GREENLEAF HOSE, 50 FT. OF "GREENLEAF" HOSE, \$10.00

of room to tell about the hose, this advertisement is certainly a success.

* * *

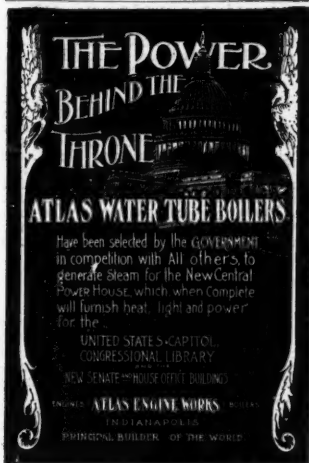
The apple was the original fruit of temptation, but the particular apple shown in this Duffy's Apple Juice advertisement is not particularly tempting. Prob-



Duffy's Apple Juice is sold by all first-class grocers, druggists, dealers, hotels and clubs, or a trial order for one dozen pints, all charges prepaid, will be forwarded on receipt of \$1.00 sent the American Fruit Product Co., 74 West 30, Rochester, New York.

ably the artist could have made a better apple, but if he had done that there would have been no opportunity to tell the story on the apple. Perhaps it would have

The Atlas Engine Works do a great deal of strong white on black advertising, and this department has commented upon its excellence, as compared with the average advertisement of the nature mentioned. In the particular advertisement reproduced here this company has abandoned its usual style and in the effort to make something pretty, has produced something which is far



below its usual standard. The ornaments do not help; the lettering is not strong enough, and there is too much of it. The facts covered by this particular advertisement are interesting and useful, but the manner in which the facts are placed before the public can hardly be commended.

A GRAND jury in Lewiston, Me., reports five indictments against J. P. Bass, M. Robert Harrigan and F. H. Strickland, owners of the Bangor Commercial. They are charged with violation of the law that forbids the advertising of liquors. Each offense is punishable with a fine of \$20 and costs. Mr. Bass and his associates have been repeatedly prosecuted under similar charges.—Exchange.

TO ADVERTISE FREIGHT FACILITIES.

At a special meeting of the general agents of a western road held recently in Chicago one agent wanted to know why the companies had never advertised their freight service, and why it would not pay as well in this department as to advertise the passenger department.

The question seems to have never before suggested itself to many traffic men. In the past the freight department has benefited by advertising done by the passenger department, in that the road has been made known to the public, but the freight service proper has never been advertised. Advertising agents have told about the palatial limited, about cut rates on tourist business and about everything calculated to induce people to travel. They have never told about fast through freight trains, however, or about the railroads' facilities for handling business or about the number of trains offered each day to the shipper. All that has been left for the shippers to find out in their own way, sometimes a rather awkward one at that.

A railroad reduces a freight rate, but the public never hears about it in the newspapers. A railroad discovers a new tourist resort on its line and the black type is called into play. The pages of the newspapers fairly scream the wonder and attractiveness of the Rockies, the Yellowstone, the Great Lakes, the southern and northern winter resorts. Folders, posters and pamphlets are issued to supplement the newspaper advertising. No man ever saw a folder advertising the freight service of a railroad.—*Topeka Journal*.

THE EDITOR OF A HOUSE ORGAN.

A house organ should be written by a newspaper man rather than an advertising writer. In the local room of nearly every newspaper there is a special writer who could be called upon at certain times of the month and paid a regular fee. It may be a little trouble to find him at first, but he is there somewhere—on an average of one man to each newspaper, and the results justify the seeking out effort; for the nature of his daily work ably fits him to go from department to department, interview their heads, deduct the interest, and with a little technical help, weave it into a readable article.

A newspaper writer is trained to quick perception and knows when he doesn't know.—*David Gibson, in Selling Magazine*.

FIGURES VS. FACES.

If the reader will carefully study the current number of a magazine such as *Everybody's* or *Munsey's*, he will note one peculiarity about such advertising. Those advertisements in which the full human figure or a number of human figures are used, stand out much more conspicuously, and have a greater chance of being read than those in which the face only is used. To pursue the matter further, a human figure of which half or three-quarters is

shown, is far more distinctive than one in which the face alone is used.—*Advertising*.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (300 lines) for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

I WRITE convincing, "reason-why" advertisements. Address H. P. THURLOW, Editorial Dept. "The World," Park Row, New York City.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

YOUNG MAN of Selling ability who is willing to start at small salary with high grade house. Experience not necessary. HAPGOODS, 305 Broadway, N. Y.

WANTED—Adv. matter to distribute—soap, sample copies of papers, almanacs, food, and other merchandise. References, G. E. HUBBARD, Sta. A, Gardner, Mass.

ADVERTISING make-up man, with necessary qualifications for filling such a position acceptably, is open for an engagement. Address "RELIABLE," care Printers' Ink.

AN exceptional opportunity is offered to man understanding printing ink business, to sell dry colors in New York City for a large manufacturer. Address "PIGMENTS," care of Printers' Ink.

WANTED—At once, bright young man with ideas, to write advertising copy for magazines and newspapers. Address, with samples of work and salary desired. "PERMANENT," care Printers' Ink.

WANTED—Situation as adwriter and clothing salesman or buyer for children's department. Address "X. Y. Z.," care of H. W. Kenny, Findlay, Ohio.

NEWSPAPER POSITIONS open for advertising solicitors of successful experience. Straight salary propositions. Write for Booklet No. 7, FERNALD'S NEWSPAPER MEN'S EXCHANGE (estab. 1898), Springfield, Mass.

WANTED—Advertising writer. Communication desired with capable men who are experienced in preparation of advertising copy for general advertising agency. Address THE CRAMEL-KRASSEL CO., Milwaukee, Wis.

RETAILERS who want to organize a paying mail order business should have our booklet. "Stepping Stones to Success." Free for the asking. AMERICAN MAIL ORDER CO., 700 Ellicott Square, Buffalo, N. Y.

WANTED—Man who can sell advertising, catalogs, booklets. Basic, half net profits. Must have initiative and know the game. Good chance for right chap. Address "GRIFF," Printers' Ink.

ADVERTISING MAN WANTED—An exceptional New York opening and opportunity for a man who has had good daily paper training and experience. One who knows how to close contracts and hold customers after he has secured them. Address "B. C.," care Printers' Ink.

"ADVERTISERS' MAGAZINE"—THE WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

WANTED, Advertising Man for the States

Address, with references,
CANADIAN MUNICIPAL JOURNAL,
Montreal, Que.

EVERY student of advertising should have a copy of our handsome booklet, "Stepping Stones to Success." Sent without charge, postpaid. **AMERICAN MAIL ORDER CO.,** 760 Ellicott Square, Buffalo, N.Y.

YOUNG MAN well versed in the techniques of profitable advertising will give up his position as chief of most important department in one of the largest advertising agencies, to become assistant advertising manager in some private firm, who require such a man. "Can write words that make dollars." "F. B.," care Printers' Ink.

POSITION wanted by young man who has experience as manager and editor of trade paper. Good business getter and systematizer. Would be willing to represent publication in New York, or would accept any position where my experience would be of mutual advantage. Address "ENERGETIC," care Printers' Ink.

I WANT a position with an advertiser, a publisher, or advertising agency. Am a "Powell" graduate and student of leading publications on advertising. I am a practical business man, with ability to "catch hold" and develop quickly in any line of work. Business experience (wholesale and retail) covers five years with present employer. Age, twenty-three. Married. **JOHN MORTON,** care Printers' Ink.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL,** Advertising and Business Expert, 471 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

MR. AD-MAN

Do you need an assistant? I can write forcible copy, get up catalogues, booklets, etc., and shoulder the responsibility, too. That's because I'm not a beginner. I'll show you samples of my past work to prove it. Would rather stay in New York City. Address "R. L.," care Printers' Ink.

Writer of Advertisements

wanted by a Philadelphia Advertising Agency. Applicant need not have a great reputation or much experience, but must have ability to see the money-making point and put it briefly and vigorously into print. Address, sending samples of work, "A. P.," Printers' Ink.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10c. **J. C. KENYON,** Owego, N.Y.



We Make Ad. Novelties that talk LONG and LOUD. List 23 is FREE. Get it now. Adv. Novelty Co., Chicago. Able salesmen desired.



CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

HALF-TONES.

WRITE for proofs and prices of good half-tones. **STANDARD ENGRAVING CO.,** 7th Ave., and 40th St., New York City.

AFTER May 1st, send your orders for half-tone to 7th Ave. and 40th St. Right in the heart of New York. Most accessible establishment handling photo-engraving. Take Subway to Times Square. **STANDARD ENGRAVING CO.**

NEWSPAPER HALF-TONES.

N 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.,** Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 75c.; 5 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 815, Philadelphia, Pa.**

ADVERTISEMENT CONSTRUCTORS.

LITTLE ADVERTISING THINGS. Even the busiest man finds time to at least glance at any bit of advertising matter that is **DISTINCTLY NOVEL AND ATTRACTIVE.** If what you send him is **SHORT** and "straight to the point," he will generally read it. I make lots of eye-catching bits of "soon-over-news" that are most successful in harvesting orders—for those who circulate them. Shall I send you some samples? No postal cards, please. **No. 75, FRANCIS I. MAULE,** 402 Sansom St., Phila.

ENGRAVING.

COX ENGRAVING CO.

108 FULTON ST. NEW YORK
PHOTO ENGRAVING, WOOD ENGRAVING
DESIGNING, PHOTOGRAPHING, PRINTING

FOR SALE.

PRINTERS' INK back numbers, 1903, about 75; no duplicates. Will sell cheap. Perfect condition. **L. E. V. Box 405, Syracuse, N. Y.**

JOB PRES FOR SALE.

J Size 8 by 12, foot or power, throw-off; 3 chases, roller mold, hand roller and wrenches for \$95 cash. **L. F. GRAMMES & SONS,** Allentown, Pa.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.
H. W. KASTOR & SONS ADVERTISING COMPANY, Fanny Laclede Building, St. Louis, Mo.

THE IRELAND ADVERTISING AGENCY. Write for Different Kind Advertising Service. 925 Chestnut Street, Philadelphia.

ADVERTISING literature written, illustrated and printed with a personality that is convincing. **A. CHESTER THEGEN,** 423 Drexel Building, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually, 36th issue now ready; free. **S. F. MYERS CO.,** 47 W. and 49 Maiden Lane, N. Y.

ADVERTISING MEDIA.

TWENTY grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. The RECORD reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

The Lake County Times

Hammond, Ind.

An Up-to-Date Evening Paper. Two Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 8,500 daily.

MAILING MACHINES

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

PRINTERS.

We print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co.**, 514 Main St., Cincinnati, O.

PRINTERS' SUPPLIES.

Gordon Press Motors

Just perfected friction drive, variable speed, alternating and direct current Motors for Gordon and Universal Presses. Variations 100 to 3,000 impressions per hour. Write for booklet "P."

GUARANTEE ELECTRIC CO., Chicago, Ill.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

PASTE for shipping labels, mailing wrappers, trunk linings, cigar box labels and all other purposes. Bernard's Cold Water Paste is positively best. Virginia Carolina Chemical Co. use it exclusively in its factories. Sample free. **CHAS. BERNARD**, 609 Rector Building, Chicago.

Let us send you a sample of our

"ESSO"

ELECTROTYPERS' MOLDING AND POLISHING GRAPHITE.

Prices furnished gladly.

THE S. OBERMAYER CO.
Cincinnati Chicago Pittsburg

ADDRESSES FOR SALE.

NEW California addresses. Any kind or quantity. **EUGENE N. GRANT**, Pasadena, Cal.

JUST COMPLETED—List of School Teachers containing 4,000 names. Price \$5 for complete list. **FRED C. FERRARD**, 529-539 Stephen Girard Building, Philadelphia, Pa.

PATENTS.

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. R. LACEY**, Washington, D. C. Estab. 1869.

PAPER.

BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

JINGLE ADWRITER.

JINGLES—Written to order; new and sparkling. State any points you wish featured. References.

JOHN D. PHILIPS, Iroquois, So. Dakota.

BOOKS.

Forty Years an Advertising Agent

BY **GEORGE P. ROWELL**.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. **THE PRINTERS' INK PUBLISHING CO.**, 19 Spruce St., New York.

BILLPOSTING AND DISTRIBUTING.

CIRCUSES will patronize members of the Associated Billposters exclusively season of 1907. Guaranteed service at a reasonable schedule of prices is the magnet.

BUSINESS CHANCES.

DRUGGISTS, Attention! Drug stores and retailing, U. S. or Canada. **F. V. KNIEST**, Omaha, Neb., U.S.A.

HAVE you a magazine? I have complete facilities, including typesetting machinery, for doing the mechanical work. Move to rent and I will take an interest. **H. W. MORLEY**, Grant, Michigan.

\$5,000 to \$15,000, and services, to invest in live Special Newspaper Agency, having established paying business and all list of papers. Fifteen years' advertising experience. Highest bank and commercial references given and required. **"BUSINESS,"** care Printers' Ink.

ADWRITING.

LET me write strong copy for your ads, circulars or booklets. Charges reasonable. **CLARENCE BOSWORTH**, Burlington, N. J.

PUBLISHING BUSINESS OPPORTUNITIES.

CLASS MONTHLY. Good paid circulation. Excellent advertising patronage. Shows \$5,000 net profit. And is capable of great increase. Does not fit owner's other business. Price, \$25,000.

EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

DISTRIBUTION.

Mr. Advertiser, Can't You Use It?

OUR LIST OF GUARANTEED DISTRIBUTORS covering the United States and Canada like the dew. Our Men will distribute your Advertising Matter anywhere and to any class of people FOR ONE-FOURTH THE COST OF MAILING. We will handle the business for you, or, if you prefer to make your contracts direct with our Distributors, WE WILL MAIL YOU OUR DISTRIBUTORS' DIRECTORY FREE. WE GUARANTEE AN HONEST DISTRIBUTION, and will pay for matter not so distributed or destroyed. WRITE US NOW. See if we can't do something together. References: Publishers' Commercial Union and Bradstreet.

NATIONAL DISTRIBUTING CO., 700 Oakland Bank Building, Chicago, Ill.

COIN MAILER.

\$2.60 PER 1,000. For 6 coins \$3. Any printing. **\$2. ACME COIN CARRIER CO.**, Burlington, Ia.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

LEADBEATER & PETERS, F.S.M.C., D.B.O.A.,

Qualified Ophthalmic Opticians,

By special appointment to the Rotherham Hospital,

5 & 7 Frederick Street, Rotherham.

Editor Ready Made Department:

DEAR SIR—The issue of PRINTERS' INK for January 23d has reached me this morning, and I must thank you for your kindly notice of our advertisements, and encouragement you have given me in proceeding with tramcar advertising. I now enclose herewith the booklets and leaflets, mentioned, and am sorry that the last lot miscarried in the post, so that I did not have the benefit of your valuable criticism of same. I send also some of our more recent advertising in the local papers, which like some of our other ads are written by the Pen-Freer Co., of Leeds, England. I do not think I mentioned in my last letter how greatly I am indebted to PRINTERS' INK for ideas, and stimulus in regard to advertising and business methods.

I would on no account do without it, and look forward with pleasure to its weekly arrival, and digest carefully everything of value it contains.

With compliments,

Very faithfully yours,

ALFRED PETERS,
Junior Partner.

With this very courteous and appreciative letter comes a collection of optical advertising which is notable for the thoroughness with which it discusses eye ills and their treatment. One small, green-covered, round-cornered book, called "The A B A of Good Eyesight" catalogues some of the more common eye ailments and tells, by means of text and illustrations, how the nature of the trouble may be determined, including, of course, the usual test for astigmatism. The latter half of the book tells just why Leadbeater & Peters should treat all such, as well as other cases—their long experience, excellent equipment, etc. This book, like the greater part of the English printing that has come to my attention, is marred by the use of too many type faces, and still further detracted from by the use of a rub-

ber stamp which not only lacks legibility itself, but makes the printing under it difficult to read. I think I would rather reprint a large edition of a booklet than to make any correction with a rubber stamp. The rubber stamp has its place, but that place is not on good printed matter. Furthermore, this book is set in eight point solid, when it should be in ten point leaded for easy reading. There are two things about oculists' and opticians' ads that I could never understand. One is that they always talk about "eyesight." Why? What other kind of sight is there? And the other point is that they are nearly always set in small type, thus making it difficult or impossible to convey their message to a good proportion of the very people they should appeal to. Another good circular from this same batch bears the title "Are Your Eyes Right?" with a half-tone made from a photo showing the wrinkled brow and strained expression of a man who is trying to get the right focus on a book. Of the two inside pages, the first, headed "Should I Wear Glasses?" states clearly under what conditions glasses should be worn, while the second headed "Signs That Say 'Yes!'" recites some of the symptoms of eye-strain and more serious defects. Here is one of the firm's newspaper ads:

OVERWORKED EYES.

It is in the long dark evenings of winter, when artificial light is so necessary, that the eyes have the greatest amount of work to do.

If nature has not made them sufficiently strong, science must be called in.

Help your eyes with good glasses.

If you are not satisfied that your eyes are as good as they should be, come and let us test them for you and tell you exactly what is the matter.

We make no charge for testing.

LEADBEATER & PETERS,
F.S.M.C., D.B.O.A.,

Opticians to the Rotherham Hospital,
Eyesight Testing Rooms,
5 & 7 Frederick Street,
Established 1863. Rotherham.

70 Pearl Street,
BURLINGTON, Vt.

Editor Ready Made Department:

DEAR SIR—Will you kindly criticise the attached ad and oblige an ardent admirer of the Little Schoolmaster.

Yours very truly,
M. C. BULLIS.

With pleasure, Mr. Bullis; and, I hope, with profit to you, for a good Balsam fir pillow is a good thing to tuck one's nose into now and then. Your ad is well displayed and tells its story clearly in a small space without crowding. Perhaps, for the benefit of those who, like myself, have bought one of those department store pillows, stuffed with shavings and scented with ammonia, it might have been well to say what your pillow is *not*, but there was hardly room for that:

BALSAM FIR PILLOWS.

Delightful fragrance from Vermont forests.

15x15 inches, \$1.00.

Made exclusively from Balsam Fir spills or needles fresh from the trees. Nature's balm for asthma, throat troubles and sleepless nights.

M. C. BULLIS,
70 Pearl Street, Burlington, Vt.

Shannon's Say in the Philadelphia Bulletin.

With Our Instruction Sheet as Guide

anyone can rig up this
Electric Bell.

We give this with our 65c. Electric Bell Outfit, including iron box bell, 65 feet insulated wire with staples, dry battery and push button.

Or, if you prefer, our expert electricians will do the whole thing.

We can put up call bells in your office, connect your dinner-table with the kitchen, place electric lighters on your gas burners, install a private 'phone, or do anything electrical that you need. Glad to tell you the cost.

Write for Electrical Supplies catalogue.

SHANNON,
Hardware,
816 Chestnut Street,
Philadelphia, Pa.

One from a Series of Savings Bank Ads Strong in Human Interest. Now Running in the Washington (N. Y.) Star.

Sounds Improbable.

The story in the *Saturday Evening Post* last week sounds improbable, but was in fact quite possible. A maiden woman of very considerable means and perpendicular ideas of life, sold a piece of property for a large sum of money. Her lawyer advised that the certified check be deposited in the bank. She had little or no knowledge of banks and began making inquiries among "her set" about the bank. She learned that the son of one of the Directors had married an actress! and it was all off. Her sense of the proprieties was shocked. A "peddler" of securities was at hand—these are always at hand when there is a chance for commission on your savings—and told her of a mining investment of *wonderful possibilities*, returning 30 per cent. She made other inquiries and got a letter from the promoter's pastor telling how he had built up the home Sunday school. The shares were 49 cents, but would be raised to \$1.09 in two days, par value \$50. She sent on the certified check and begged him to hold off the raise until she could dispose of her Government bonds and teach the old family lawyer how to do business and the value of "character." The promoter held off the raise until he could get the proceeds of the bonds and then he went to Europe and the woman to the poor —, but no; the old lawyer dug up some other assets that would keep her, in strict economy.

The bank would have returned the same rate of interest that the bonds returned, at least the

OLD FIRST NATIONAL OF WASHINGTON

does, and the money would have been safe and at command when wanted. MORAL.—A bank at home with a million and a half of assets is safer than a promoter in the city with his steamer trunk packed.

Better be safe than sorry.

S. LAWRENCE WENTZ,
18 Rector Street,
NEWARK, N. J.

PRINTERS' INK Publishing Co.:

GENTLEMEN--Enclosed herewith please find check for \$2 in renewal of my subscription to your valued paper.

I also enclose you a number of advertisements forming part of a campaign I am running for L. B. Hilborn, our principal Eyesight Specialist here in town. The campaign, I may say, is proving very successful, but I should greatly value your criticism if you feel disposed to give the matter a place in the space devoted to "Ready Made Advertisements" in PRINTERS' INK. As you will note Mr. Hilborn has changed his policy from a high-class, high-priced establishment to high-class and low prices. The principal danger in the advertisement was of course in giving an impression of quackery and lowered quality. Do you think I have steered clear of that treacherous rock?

Thanking you for any consideration you may give the matter, I am,

Yours very truly,

S. LAWRENCE WENTZ.

Having no interest in, or direct benefit from the afore-mentioned two dollars, I can criticize with absolute impartiality and do not hesitate to say that while the ads are excellent in text they are not, from a typographical point of view, the best I have seen. There is also an occasional limp in their grammar, but as people who live in glass houses should be careful about throwing stones, we will let that pass. I don't see any suggestion of quackery in these ads; in fact they sound as though Hilborn is dead in earnest, knows what he is talking about, and means what he says. I like the idea of printing the guarantee. So many things, nowadays, are "guaranteed" with those easy guarantees that are comforting to the customer without placing the slightest obligation on the seller, because they are never defined—at least, not in black and white. People who know anything about the usual profits in optical goods will be quite prepared to believe what is said about lower prices, and those who don't know are not in a position to dispute the assertions. Anyhow, there is the guarantee and that will often clinch the argument when everything else fails:

HILBORN MAKES CORRECT EYE-GLASSES

From His Own Direct Examinations.
Open 8 a. m. to 6 p. m.

Saturdays until 10 p. m.
Here Is My Guarantee That Your
Glasses Will Suit Your Eyes
Perfectly.

GUARANTEE.

Date Feb. 26, 1907.

Name—James B. Smithman.

The eye-glasses made for you are guaranteed to suit your eyes perfectly for one year from date or the price paid will be refunded upon request.

At any time within one year the lenses will be changed free of charge to correspond with any change in your eyes.

Any defective part will also be replaced without charge.

Price, \$1.50.

Mounting, Best Gold Filled.

LOUIS B. HILBORN,

Eyesight Specialist,

19 West Park Street,

Newark, N. J.

I've not only lowered my prices almost half—but I give you a signed guarantee to refund your money if the glasses are not perfect in every respect.

Read the guarantee. Could it be plainer or fairer? How could I make such an offer if I could not produce the results?

Absolute sincerity and positive ability are under this lowest-price offer. That is what is so appreciated—and it is that which is making it so successful.

Hadn't you better get your glasses at once—to-morrow? Can you afford to put it off even a day longer? Better not, if you value your sight.

Here are my prices—almost half what they were before!

Absolutely the best quality, with best prescription spherical lenses.

Steel or Gold Plated, as low as \$1.

Fine Gold Filled, as low as \$1.50.

Solid Gold, 10K., as low as \$2.50.

Spectacles (to go around ears):

Solid Gold, 10K., as low as \$3.75.

Solid Gold, 10K., skeleton style, as low as \$3.75.

Including Examination.

All other styles at correspondingly low prices.

Though the prices are lower, the quality remains high as ever.

"Keep the quality up!"

19 WEST PARK STREET,

55 Steps from Broad.

Here's an ad that suggests something to me. The something it suggests may have been done several millions of times, but I never happened to hear of it. In every town that's big enough to support a photographer, there are many social gatherings. Such gatherings, great or small, are usually heralded in the local papers some days in advance, and even when they do not get into print it should be comparatively

easy to get an advance "up." Now, isn't every such occasion an excellent opportunity for a photographer to get in his work, either by a personal letter to or a personal call on the prospective host or hostess, with some sort of a definite proposition framed up according to the nature of the occasion and the financial ability of those who are to entertain? Suppose he were to do such work at only a slight profit; there should be more and bigger profits in the acquaintances made—the favorable introduction to new "shadows" that may be "caught before the substance flies." May be nothing in it. May have been worked to death. But I never happened to hear of it and if you can't use it, it hasn't cost you anything, anyhow:

INTERIOR VIEWS OF HALLS, STORES, SHOPS AND RESIDENCES,

taken by latest flashlight methods—no smoke, no choke, no disagreeable features. A screen protects the eyes from the flash and the picture is natural.

No gathering too large for my new machine to "take them all in."

LAMPSON,

Danbury National Bank Building,
Danbury, Conn.

The man who knows how to take flashlights.

Accompanied by an Illustration of a Brakeman Twisting a Brake, This Was a Telling Ad. From the Baltimore (Md.) News.

Let the Railroads Have All The Brakemen.

Why should you keep the Back-breaking, Time-killing Letter Press in your office when a "Y. and E." Rapid Roller Letter Copier will give you better facsimile copies—with practically no effort—and in one-twentieth the time? Don't be a business brakeman! Ask us for new Roller Copier catalogue and sample of work.

WM. J. C. DULANY CO.,
Office Outfitting Dept.
21 W. Fayette St.,
Baltimore, Md.

Taking Advantage of "A Young Man's Fancy" at the Turning Time.

"Spring Time You Know is Ring Time."

If there is a diamond ring to be bought, Mitchell's is the place to get it.

The stone will be perfect in color and an honest value for your money, dollar for dollar. You will pay cash for it and you will get the benefit of cash prices, which don't include a margin for credit risks and losses. We have single stone diamond rings from \$25 up depending on the size of stone.

Money in diamonds is invested; not spent.

MITCHELL'S DIAMOND
STORES,

56 N. Eighth, 37 S. Eighth,
Philadelphia, Pa.

A Departure from the Usual in Bank Advertising, Pointing Out a Danger to Emphasize Safety.

The Popular Financial "Dope."

"Just now the most flagrant offenders in doubtful advertising are the mining promoters. Dozens of full-page and half-page announcements are appearing in big city dailies, and the public is speculating in mines. A year ago the public was speculating in real estate, and the year before that in Wall Street securities, and the year before that in oil wells. What will be the popular financial dope a year from now?"—
PRINTERS' INK.

We don't know what will be the popular get-rich-quick "dope" a year from now.

We do know, however, that the man who keeps his money at interest in The First National will, a hundred chances to one, be ahead of the game.

We invite the deposit of your money with the absolute assurance of its safety.

THE FIRST NATIONAL
BANK,

United States Depositary,
N. E. Corner First and
Brown Streets,
Napa, Cal.